26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION MARCH 25, 1957 35¢ PER COPY

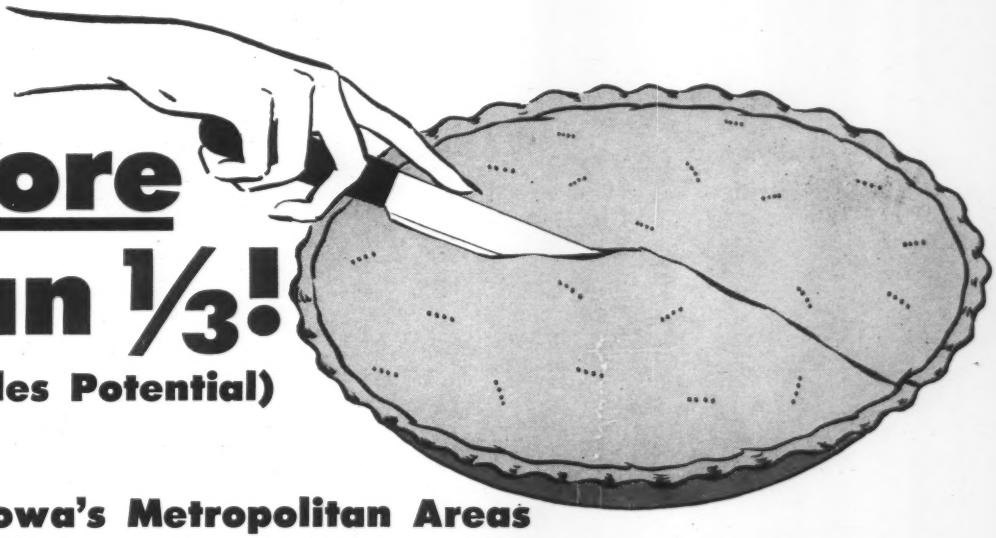
IN THIS ISSUE: COMPLETE INDEX PAGE 10

DuMont buys WNEW for record $7.5 million Page 31
Paramount goes into closed circuit pay tv Page 41
FCC discards economic injury criterion Page 42
Spot tv in '56: Buyers, brands, dollars Page 136

WNEW sale sets record

Economic protection out

The rundown on spot tv



Get more than 1/3!

(of Iowa's Sales Potential)

WHO gives you Iowa's Metropolitan Areas (1/3 of the market) . . . PLUS THE REMAINDER OF IOWA

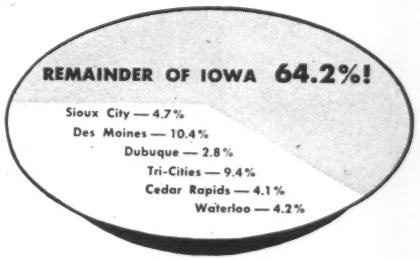
Iowa has six Metropolitan Areas which, all combined, do 35.8% of the State's total retail sales.

A number of radio stations can give you good coverage of ONE Metropolitan Area . . . but WHO gives you high coverage of virtually ALL Iowa Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!

FREE MERCHANDISING!

WHO Radio maintains one of the nation's most comprehensive and *successful* FREE merchandising services in 350 high-volume grocery stores for FOOD advertisers who buy $300 gross time per week; in 250 high-volume drug stores for DRUG advertisers who buy $250 per week. (A $200 Food plan is also available).

Ask us — or PGW — for all the facts!



RETAIL SALES
1956 Consumer Market figures

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines WOC-TV, Davenport

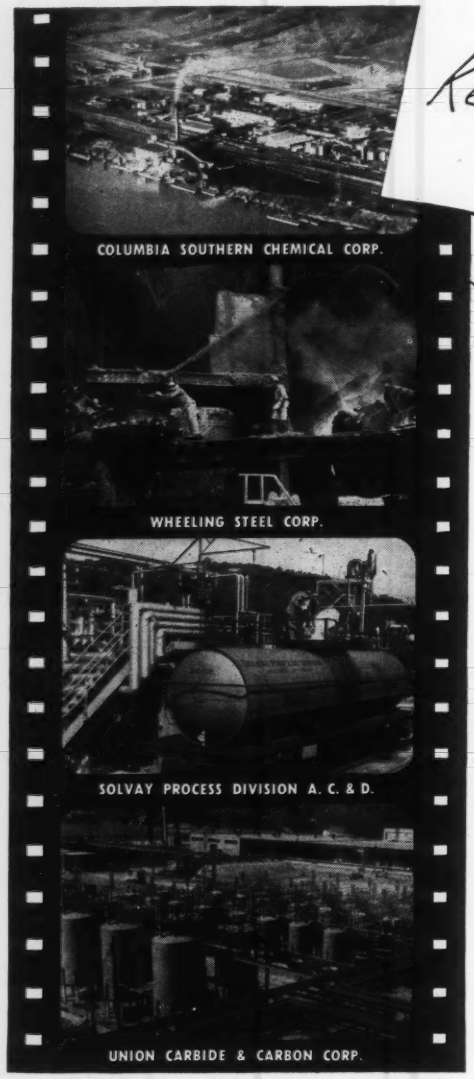
WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

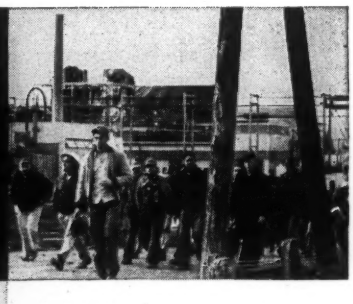


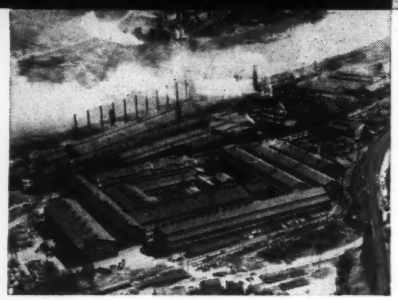
The Wheeling Market is one of the fastest growing markets in America

Aluminum, Chemicals, Steel, Coal—these and many other basic industries—booming, expanding, growing—in the Greater Wheeling Market, the "rich Ruhr Valley of America." How do YOU figure in this picture of industrial expansion? Project your sales in America's industrial heartland by using the dominant advertising medium, WTRF-TV, consistently outdistancing the competition in every accredited measurement of audience survey. The eyes of the valley are on WTRF-TV!

"a station worth watching"

Wheeling 7, West Virginia





For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

TERRE HAUTE

24nd

INDIANA'S LARGEST TV MARKET

- 251,970 TV Homes
- CBS, NBC, ABC Networks

TERRE HAUTE, INDIANA

10 CBS

WTHI - TV

and RADIO, too!

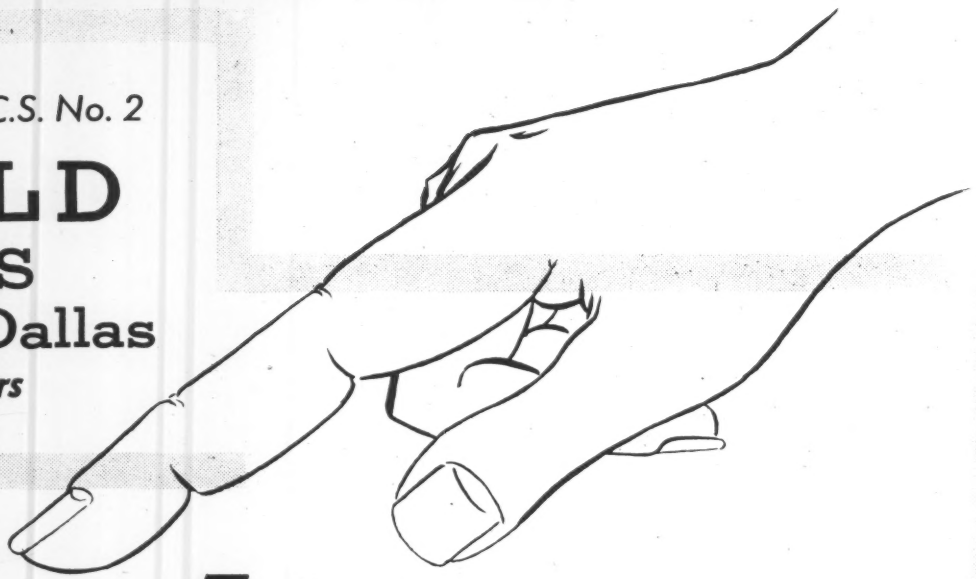
T.M.—CBS-TV

BOLLING CO., NEW YORK CHICAGO. LOS ANGELES, SAN FRANCISCO, BOSTON

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Based on N.C.S. No. 2

KRLD
CBS
Radio-Dallas
delivers



More Listeners
More Coverage

than any other full-time station
in the entire state of Texas . . .

KRLD is the Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth Area

KRLD does not share time and frequency with any other station. One station—one order means greater frequency discounts — full, accurate coverage at minimum cost. KRLD is centrally located in Texas' richest and most progressive area. Few natural barriers impede its full-time 50,000 Watt signal, giving you adequate coverage of the West and Southwest at a lower cost per 1,000 listeners. For the best buy, better buy KRLD. Check with a Branham man.

More Listeners
More Coverage
Less Cost per 1,000

COMBINED MAKE

KRLD

the biggest buy
in the biggest market
in the biggest state

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

CAPITAL CAPITAL GAIN • In final contract stage last weekend was projected sale of KOWH Omaha, first station in Todd Storz group, to William Buckley, publisher of *National Weekly*, New York distributed newsletter, and associates, for approximately $800,000. Mr. Storz, native of Omaha, understood to plan permanent residence in Miami, where his group recently acquired WQAM. He will establish his headquarters there for other stations in group (WDGY Minneapolis; WHB Kansas City and WTIX New Orleans).

B•T

KOWH was acquired by Storz in 1949 from Omaha World-Herald *for $75,000. Station operates on 660 kc with 500 w day. Handling transaction, which would be subject to usual FCC approval, is Hamilton, Stubblefield, Twining & Associates.*

B•T

TIMES HAVE CHANGED • New crop of visitors is being seen regularly in advertising agency offices these days. It consists of high-level television network executives. Speaking of current three-network battle to sign tv business, radio-tv vice president of one agency said: "I've been here five years, but this is the first time network guys of this high level have come to my office. It used to be that we met in theirs."

B•T

UPCOMING soon will be appointment of new chairman of Television Code Review Board because of request from G. Richard Shafto, president and general manager of WIS-AM-TV, Columbia, S. C. to be relieved. Mr. Shafto, who has served two years, has advised NARTB President Harold E. Fellows that pressure of other activities precludes his continued association with code activities beyond NARTB convention next month.

B•T

ANYBODY'S GUESS • Almost anything can happen at FCC's session tomorrow (Tuesday) on subscription tv. Several different viewpoints have been advanced on how toll tv might be tested, ranging from rigid experimentation on selected uhf channels (Lee plan) to no limitations. Whether all viewpoints can be reconciled is question. Proposal may still be referred to Congress for legislative guidance, although tenor at FCC session last week was in favor of action on some sort of experimental basis, possibly after definitive hearing.

B•T

TO BE resolved is question whether toll tv constitutes broadcasting or is common carrier. If it is construed as broadcasting, it would not be subject to rate regulation. Opinions on overall topic are so varied it's hard to say what will evolve, if anything. But there is possibility of some action on broad basis, although certain members of Commission feel that consideration on such meager knowledge is exceedingly dangerous and premature.

B•T

BRIGHTER DAY • Daytime television apparently is looming brighter and brighter, with such advertisers as Warner-Lambert and Purex currently talking to all three networks about daytime sponsorships in addition to new buys already placed by Lever Bros. and Procter & Gamble (see story page 35).

B•T

WARNER-LAMBERT understood to have placed orders with NBC-TV for alternate-week sponsorship of Crisis *(Mon., 9:30-10:30 p.m.) and alternate weeks of Jane Wyman show (Tues., 9-9:30 p.m.)—in addition to its daytime tv shopping. Agency is Sullivan, Stauffer, Colwell & Bayles, New York.*

B•T

CLOSED RECORD? Court of Appeals decision in Miami ch. 7 case, wherein Niles Trammell's consultancy contract with NBC was belabored, has FCC in tizzy. It isn't sure precisely which way to move since record in case presumably cannot be reopened to take additional testimony. Prospect of appeal to Supreme Court on ground that appellate body substituted its judgment for that of FCC is regarded as remote [B•T, March 18; see page 52 this issue].

B•T

MR. TRAMMELL, former chairman and president of NBC, and president-general manager of WCKT (TV) Miami, is believed willing to forego remaining three years of his $25,000-per-year consultancy, but question is how this can be considered by FCC if procedures preclude reopening of record. Both FCC and Biscayne counsel last week were exploring prospects of reargument of case before Commission as possible way out.

B•T

DRESS REHEARSAL • All members of FCC met at luncheon session with brass of NARTB for dry run on panel discussion scheduled for joint radio-tv session of NARTB Convention in Chicago on Wednesday, April 10. In addition to NARTB President Harold E. Fellows, who will be moderator, other NARTB executives at dress rehearsal luncheon were Vice Presidents Thad Brown and John F. Meagher; Vincent Wasilewski, manager of government relations; Robert L. Heald, chief attorney, and Howard H. Bell, assistant to president.

B•T

RESPONSIBILITIES of being on camera: FCC Chairman George C. McConnaughey had speech prepared for delivery at NARTB convention (subject not known) when he learned CBS was scheduled to telecast his address. Now entire speech has to be written so public viewers won't be befuddled by esoterics of broadcasting and such trade jargon as Sec. 315, Sec. 309 (b), allocations, uhf, vhf, etc., etc.

B•T

BRANCHING OUT • Television Bureau of Advertising will open western office with full-time executive in charge. Location and executive will be chosen by TvB board which meets during NARTB convention next month. Choice for site is between Los Angeles and San Francisco.

B•T

NEARLY 90 persons—including Tom Slater, director of television and radio and visual communication in Cleveland office of Fuller & Smith & Ross—will move to Pittsburgh where F&S&R will open new office sometime in May. Agency will move some people from New York office as well as from Cleveland.

B•T

McCONNAUGHEY SWEEPSTAKES • Candidates continue to pop up for job that isn't yet vacant—chairmanship of FCC. Chairman McConnaughey hasn't yet officialy announced whether he will accept reappointment when his term expires June 30, but GOP Sen. Bricker (R-Ohio), told B•T last week that he is supporting him for reappointment. Asked whether Mr. McConnaughey had indicated he would not seek reappointment, Mr. Bricker responded "no".

B•T

ONE of most active campaigners for McConnaughey post on if-and-when basis is former Sen. George Bender, Ohio Republican, whose business is insurance. And newest name to emerge is that of Robert L. King, assistant to Vice President Nixon.

B•T

UNDER BUSHEL • Radio-tv impact on Institute of Radio Engineers' spectacular but complex convention-radio show in New York last week, biggest in history (see story page 68) was all but hidden under umbrella of military-industrial wizardry (guided missiles, computers, radar, telemetry, nuclear science, ultrasonics, even electronic medicine and photography). As electronics industry bursts at its seams, radio-tv has become but one facet among many, may result in reemphasis on NARTB's upcoming annual engineering show where broadcast inventors—and their developments—can bask in spotlight.

B•T

WESTINGHOUSE Broadcasting Co. will announce this week opening of Washington news bureau to service its own stations. Man in charge reportedly will be Rod McLeish now news director of WBZ, Westinghouse's Boston radio station.

When surveys differ substantially, you've got a real problem if you lean more to one than to the others.

But in Minneapolis-St. Paul, whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

When you buy Minneapolis-St. Paul, don't rely on old, out-dated information, which won't tell you, for instance, that *Trendex now has WDGY in first place* in audience, morning, afternoon, and all day.

Let Blair bring you up to date on what Storz Station programming has done to Twin Cities' radio listening. Or, talk over the new figures (and what they mean) with WDGY General Manager Steve Labunski.

WDGY

50,000 watts and a nearly perfect-circle daytime signal

MINNEAPOLIS-ST. PAUL

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ, *President*

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. | *Represented by Adam Young Inc.*

at deadline

CBS HAS GOOD '56: REVENUE UP 12.1%

REACHING new highs in volume and profitability, CBS Inc. in 1956 racked up net revenues and sales totaling $354.8 million, up 12.1% from 1955, while consolidated net income gained 21.5% to reach $16.3 million, according to annual report to stockholders which is being released today (Mon.). Based on shares outstanding, earnings were $2.17 per share as against $1.83 in 1955.

In addition, cash dividends of 90 cents per share and stock dividend of 2% were paid. Gains were recorded despite losses in one division (CBS-Hytron, maker of tubes and semiconductors) and liquidation of another (CBS-Columbia, set manufacturing division).

Board Chairman William S. Paley and President Frank Stanton reported CBS Radio "continued to be profitable and to lead all competitors in volume of sales"; CBS-TV boosted advertising revenues 18.3% and continued as "the largest advertising medium in the world"; Columbia Records' sales gained 50%, reaching new peak; CBS Labs "directed an increasing amount of its work toward military and industrial projects," and CBS International "had a gratifying second full year of operations, increasing its sales volume by 80%." Losing division, CBS-Hytron, tripled its dollar volume in semiconductors and expanded in tube replacements, but original tube sales were "severely hampered" by reduced number of tv and radio set manufacturers, 22 of which ceased operations or merged, Messrs. Paley and Stanton noted. Outlook, however, is for substantial increase of CBS-Hytron's share of market, report said.

On color tv, report said public "continued slow to accept" it, and "development of a mass market here continues to lie in the future." But CBS-TV and CBS-Hytron "continued to contribute to the eventual maturity" of color, report continued. CBS-TV averaged one color broadcast per day in 1956; CBS-Hytron "refrained from mass production of color tubes in 1956" but through research and cooperation with set manufacturers will be in position to start "as market conditions indicate" and, moreover, is "developing a patent position" in curved screen-mash color tube field.

Messrs. Paley and Stanton said they "look to the future with confidence. Assuming that neither formal legislation nor administrative rules might be enacted or created in Washington which would hamper the broadcasting industry, we believe that 1957 will be a year in which CBS can realize expectations comparable with the growth, strength and stability of the recent past."

Other 1956 highlights: "Central fact" about CBS Radio business was "upsurge of advertising activity" which "together with the audience response to new and established programs offered solid ground on which to build further." Except for uhf ch. 18 WHCT (TV) Hartford, acquired in September, CBS-TV's o&o's gained 24% in gross billing; CBS Television Film Sales' gross billings were up 18%; Columbia Records' phonograph sales volume was up 34%.

AND CBS EXECUTIVES FARED WELL, TOO

BOARD CHAIRMAN William S. Paley and President Frank Stanton, with aggregate remuneration of $300,000.16 apiece, were highest paid officers or directors of CBS Inc., in 1956, according to proxy statement now being circulated to stockholders in preparation for annual meeting April 17. Newsman Edward R. Murrow was next with $177,233.24.

This represented change from 1955 when Mr. Murrow led with $316,076, followed by Mr. Stanton with $281,522 and Mr. Paley with $225,000 [B•T, April 9, 1955]. Mr. Murrow's $177,233 in 1956, "primarily for his services on CBS Radio and CBS-TV network programs," did not include his share of royalties paid to Persons to Persons Inc., which totaled $151,800 up to Oct. 10 when he resigned from board (proxy statement covers only period of board service). Mr. Murrow, his son, Casey, and his mother, Mrs. R. C. Murrow, owned 32½% of Persons to Persons Inc., until June 1, 1956, when their holdings increased to 54%. Royalties paid to Persons to Persons in 1955 totaled $105,600.

J. L. Van Volkenburg, who retired as CBS-TV president at end of 1956 (but continues as CBS Inc. board member and consultant), received $134,961 aggregate remuneration in 1956; Arthur Hull Hayes, CBS Radio president, $65,000; Charles F. Stromeyer, president of CBS-Hytron during 1956, $60,000; Henry C. Bonfig, president of CBS-Columbia until that division was liquidated last year, and now CBS Inc. vice president, $56,346, and Goddard Lieberson, president of Columbia Records, $48,000. Law firm of Rosenman Goldmark Colin & Kaye was paid $204,400 for legal services.

Amounts paid, or set aside, under pension plan during 1956 included $16,526 for Mr. Paley; $16,500 for Mr. Van Volkenburg; $12,335 for Mr. Stanton; $9,653 for Mr. Hayes; $7,286 for Mr. Lieberson; $3,553 for Mr. Stromeyer.

At annual meeting stockholders will vote on 14 directors (seven to be named by owners of Class A stock, seven by Class B). Management nominees, all for re-election: Class A, Messrs. Bonfig, Hayes and Van Volkenburg and J. A. W. Iglehart, Robert A. Lovett, Millicent C. McIntosh, and Samuel Paley; Class B, Messrs. William Paley, Stanton and Lieberson and Arthur L. Chapman, Ralph F. Colin, Merle S. Jones, and Leon Levy.

Report also shows that Board Chairman Paley and "associates" own 164,626 shares of Class A and 798,768 of Class B.

BMI-ASCAP Hassle Checked Out

SENATE Commerce Committee special radio-tv counsel Kenneth Cox and communications counsel Nicholas Zapple spent two days in New York "checking out facts" alleged against BMI-broadcasters by ASCAP-backed Songwriters Protective Assn.—despite skepticism expressed by staff [B•T, March 11] about approach of SPA in latter's demands for hearing, both in writing and in earlier meeting with Sen. John O. Pastore (D-R. I.), head of Communications Subcommittee.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

UPS THE ANTE • Polaroid Corp. (Polaroid Land cameras) Cambridge, Mass., has supplemented its "shared sponsorships" in NBC-TV's *Steve Allen Show* (Sun., 8-9 p.m. EST) with participations in April 21, May 5, 12, 26, June 9 and 23 telecasts. Doyle Dane Bernbach, N. Y., is agency.

IN THE MARKET • E. J. Gallo Winery, Modesto, Calif., through Doyle Dane Bernbach, N. Y., scouting availabilities in at least 40 east and west coast markets for tv spot campaign starting in May for indefinite run.

LUCKY IN RADIO • American Tobacco Co. (Lucky Strike cigarettes), N. Y., planning additional radio spot campaign to start April 15 for eight weeks in nearly 90 markets. BBDO, N. Y., is agency.

BIG BUY • Greyhound Corp., Chicago, buying radio and television spot campaign in 150 markets, starting early in April for 13 weeks. Agency: Grey Adv., N. Y.

ON THE ROAD • Oldsmobile Div. of General Motors Corp., Lansing, Mich., buying two-week tv spot campaign to run April 13-26 in limited number of markets. D. P. Brother Co., Detroit, is agency.

BACK FOR MORE • General Foods (Certa-Sur-Jel), N. Y., whose present radio spot campaign closes at end of March, will probably return to air two weeks later with additional markets. Decision on extension and additions is expected shortly. Young & Rubicam, N. Y., is agency.

GOODYEAR ON MONDAY • Goodyear Tire & Rubber Co., through Young & Rubicam, N. Y., has placed order with NBC-TV for alternate Mondays, 9:30-10 p.m., joining Aluminum Co. of America, through Fuller & Smith & Ross, N. Y., as alternate sponsors. Both agencies and clients are expected to go for dramatic film show featuring multiple stars.

Jansky to Receive Hoover's Keynote Award From NARTB

NARTB's annual keynote award, which this year honors ex-President Herbert Hoover, will be received on behalf of Mr. Hoover during the NARTB convention in Chicago by C. M. Jansky Jr., board chairman of Jansky & Bailey, consulting engineers. Presentation will be made at formal opening of management session, Tuesday morning, April 9 (see early convention story page 92).

Mr. Jansky is one of small group of radio pioneers who took part in all four Hoover conferences on radio regulation prior to enactment of original Radio Act of 1927.

THE FACTS* PROVE IT - READ THEM AND YOU'LL

"PICK CHANNEL 6" in the OMAHA Market!

CHANNEL 6 HAS:

★ All Top 15 once-a-week programs

★ A 3 to 1 Lead in Quarter Hour "Firsts" throughout the week

★ A 12 to 1 Lead in Quarter Hour "Firsts" in the Vital 6 P.M. to 12 Midnight segment

*Source: THE 1957 JANUARY PULSE (Seven County Survey)

WOW-TV Channel 6 Omaha

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

A Meredith Station

IN OMAHA	it's	WOW and	WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's	WHEN and	WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's	KPHO and	KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's	KCMO and	KCMO-TV	represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

Hyde, Bartley Dissent on FCC's Dropping Economic Criterion

FLAT CONTRADICTION to majority opinion that FCC has no power to consider economic impact of new station on existing station was basic premise of dissents by Comrs. Hyde and Bartley in Cleveland, Tenn., protest case (see page 42). Decision also carried concurring statement by FCC Chairman McConnaughey, who added to majority opinion view that if the Commission had jurisdiction to consider competetive and economic situations, it would have to adopt rule defining public interest guide posts.

Mr. Hyde, holding that Commission should not decide economic impact of new station on existing outlet as matter of policy, stated he believes Commission has authority to consider economic impact. Commission majority reached decision, Mr Hyde said, by calling portions of 1940 Supreme Court decision in Sanders case as *obiter dicta* and treating it as erroneous.

Mr. Bartley said he cannot join majority in "disavowal" of Commission's jurisdiction "solely upon the basis of a chosen interpretation of certain language used by the Supreme Court in the Sanders case, upon which even the legal profession is divided."

He added he found it difficult to believe that Supreme Court would use " 'superflous language' " in important decision. He called questioned language "pointed and meaningful." Majority's viewpoint that Congress has not seen fit to clarify economic injury scope, Mr. Bartley said, is not significant; Congress has been aware for many years of Sanders case and Commission's practices in this area.

Craven Defends His Plan, Poses 'Answers' to Critics

FCC COMR. T. A. M. Craven defended principles of so-called Craven plan before capacity luncheon meeting of Washington radio-tv lawyers Friday. In speech to Federal Communications Bar Assn., engineering commissioner ticked off three "answers" to objections which have been voiced to his suggestion Commission delete table of allocations:

(1) Mileage separations will not be compromised, must be maintained at least until propagation characteristics being researched by Television Allocations Study Organization are totted up and submitted to FCC.

(2) Tv will not go way of am; standard broadcasting separations based on contour protection; tv on mileage separations. There is no kinship between two services.

(3) Protection against encroachments on existing stations' coverage, now aided by rule-making requirements, can still be continued; abolition of rule-making provisions can result in speeding up application processing, grants, etc. He also called for the retention of present reservations for educational tv through "declarations of intent" for specific communities.

Mr. Craven emphasized his ideas were not concrete proposals, merely suggestions to be considered in establishing new, broad television allocation policy. Objectives, he said, are (a) maximum spectrum utilization; (b) take government out of planning; free television of government regulatory inhibitions; (c) better technical knowledge and usage.

Table of allocations, Mr. Craven declared, has served its purpose; it now impedes free use of facilities. It fosters monopoly in many locations and hampers free competition in many others.

Uhf, Mr. Craven stated, must be developed and stimulated. He said his feeling is that uhf markets must be protected against "infiltration" of vhf signals. Uhf can be encouraged, he said, by permitting dual operation by same broadcaster on uhf and vhf in same city.

Since Craven plan is under consideration by FCC, no questions were permitted from floor.

Time Inc. Gains 'Notable' In 1956, Annual Report Says

TIME Inc. stations last year "reflected notable gains" and "improved profits" from higher revenues and "cost control measures," the company is reporting to stockholders today (Mon.).

In annual report, Time President Roy E. Larsen and Board Chairman Maurice T. Moore noted that company's broadcasting gains preceded its more than $15.7 million purchase last month of Consolidated Television & Radio Broadcasters Inc. properties in Indianapolis, Minneapolis-St. Paul and Grand Rapids (Bitner stations). Report takes in KLZ-AM-TV Denver and 80% of KDLY-AM-FM and KTVT (TV) Salt Lake City as well as KOB-AM-TV Albuquerque, latter to be sold by Time Inc. and Wayne Coy to KSTP Inc. for $1.5 million.

Last year was Time Inc.'s greatest in growth in both business volume and net income in 34-year history, said report, which showed net income of $13,850,000 or $7.10 per share of common stock last year compared with $9,196,000 or $4.72 per share year before. Revenues totaled $229,374,000, up 15% from 1955. Dividends paid last year were $3.50 per share or $6,824,000 total compared with $2.75 per share and $5,261,000 in 1955.

WRAK-AM-FM-TV Transferred

FORMAL TRANSFER of WRAK-AM-FM-TV Williamsport, Pa., from WRAK Inc. to Steinman Stations was effected last Friday. Clair McCullough, president of Steinman Stations, said plan to activate cp for ch. 36 WRAK-TV would be undertaken promptly. Tv station has never been on air. Purchase price was $125,000 [B•T, Feb. 11].

Liveright Gets Three Months

HERMAN LIVERIGHT, 45, former program director of WDSU-TV New Orleans, was sentenced Friday by U. S. District Court (D.C.) to three months in jail and fined $500 for contempt of Congress. Mr. Liveright had failed to answer questions about alleged Communist party ties. Mr. Liveright lost job at WDSU-TV after refusing to answer Senate Internal Security Subcommittee questions year ago.

UPCOMING

March 24, 26: Bureau of Broadcast Measurement, Quebec City, Que.
March 25: Canadian Assn. of Radio & Television Broadcasters, Chateau Frontenac Hotel, Quebec City, Que.
March 30: Florida United Press Broadcasters-Telecasters Assn., Langford Hotel, Winter Park, Fla.

For other Upcomings see page 106

PEOPLE

LOU JACOBSON, formerly supervisor of creative broadcast activities at Leo Burnett Co. and previously manager and co-owner of WEHL Bradenton, Fla., appointed head of radio-tv production at Ruthrauff & Ryan Inc., Chicago.

WILLIAM CRUMLEY promoted to vice president in charge of research and director of Young Television Corp. and **JAMES F. O'GRADY,** assistant sales manager, elected to board of directors. Mr. Crumley has been research director of Young Tv since 1955 and earlier had been with Pulse Inc.

TERRENCE McGUIRK, sales manager in special unit of CBS-TV's Extended Market Plan, named account executive for CBS Television Spot Sales, N. Y., replacing **RICHARD HOGUE,** named general sales manager of CBS-owned WXIX (TV) Milwaukee.

NBC-TV Names New Executives In Day, Night Programming

SEVERAL executive promotions and appointments in NBC-TV program department announced late Friday by Robert F. Lewine, vice president for tv nighttime programs, and Mort Werner, vice president for tv daytime programs.

New assignments in nighttime programming: John N. Calley, general program executive, named manager, program services; Alvin Cooperman, Perry Cross and Joseph Cunneff named directors, tv network nighttime programs; William Hammerstein, producer, named director, program submissions.

In addition, Ross Donaldson, former manager of writing services, was named manager of program submissions; Leroy Passman continues as manager, program administration; David W. Tebet, former general program executive, named manager, special programs.

In daytime programming Mr. Werner announced these appointments: Carl Lindemann Jr., formerly program supervisor, to be director, daytime programs, tv network, and William V. Sargent, former director of administration for tv network, to be director of *Today-Home-Tonight* programs.

Daytime Radio Subcommittee Formed; Hearings in Late April

APPOINTMENT of Special Daytime Radio Broadcasting Subcommittee of Senate Small Business Committee, with Sen. Wayne Morse (D-Ore.) as chairman, being announced today by chairman of parent committee, Sen. John Sparkman (D-Ala.). Other two members are Sens. Alan Bible (D-Nev.) and Andrew F. Schoeppel (R-Kan.).

Probe is based on complaints by Daytime Broadcasters Assn. that FCC has failed to take action on DBA petition and other daytime complaints.

KTVI (TV) Files for Ch. 2

KTVI (TV) St. Louis Friday filed formal application with FCC for ch. 2 that city. Station's ch. 36 was shifted to Springfield, Ill., in exchange for ch. 2 and KTVI was given temporary authority to operate on vhf that channel [B•T, March 18, *et seq.*]. Louisiana Purchase Co. filed earlier in week for same facility (see story, page 48).

KODY Sold for $210,000

KODY North Platte, Wyo. (250 w on 1240 kc, NBC affiliated) sold Friday by John Alexander, George B. Dent Jr. and Townsend E. Dent to Hartley Samuels, former ABC executive and owner, WDLB Marshfield, Wis., for $210,000. Transaction handled by Allen Kander & Co.

the week in brief

WNEW TO DUMONT: $7.5 MILLION

Highest sale price in radio history, third highest station transfer in broadcast field, attained as New York property is transferred 31

HOW TO PRE-TEST COMMERCIALS

Dr. Ernest Dichter tells how statistical methods and practical experience can be combined to evaluate tv sales copy in advance 32

PRUDENTIAL GOES TO McCLINTON

Insurance sponsor leaves Calkins & Holden after seven years to place account with newly formed agency 36

MEDIA COURT TEENAGERS

'Rating rat-race' underway as radio, tv and print interests make aggressive efforts to get attention 39

PARAMOUNT STARTS TOLL TV

Subsidiary, International Telemeter, demonstrates refined fee-tv system at Los Angeles laboratories; both wire and air transmission utilized 41

FCC DROPS ECONOMIC CRITERION

Commission reverses 15-year policy to explain it lacks legal authority to consider effects of grant on business of an existing station 42

NEW POWERS FOR FCC STUDY

Barrow network project now armed with subpoena authority to get information from reluctant broadcasters 46

DEINTERMIXTURE PROGRESS

FCC clears up five of original proposals and proposes ch. 8 move from Hartford to Providence area 48

NEW DEVICES SHOWN AT IRE

Latest developments in transistor circuitry featured as engineers hold annual meeting in New York 68

ROOM FOR MORE AM STATIONS?

Single sideband system developed by Kahn Research Labs. being tested on WMGM New York. NARTB convention to hear details of technique .. 70

JANUARY TV BILLINGS SOAR

Networks reach $43.5 million during month, according to PIB, showing 11.9% increase over year ago 80

SCORE OF CHICAGO MEETINGS

Daytimers, network affiliates and other broadcast groups listed on NARTB non-convention schedule 92

A HAPPY LIFE WITH THE CODE

WGN-TV Chicago, independent outlet discards "objectionable" types of advertising and discovers it can make money by sticking to standards ... 97

CBS-TV LEADS IN EMMY AWARDS

Gets one more than NBC-TV as annual selections are announced; 'Playhouse 90' gets high mention 101

THE CASE FOR NETWORKS

Investigations everywhere, says NBC President Robert W. Sarnoff, defining their service to public 128

A FUTURE IN TIMEBUYING?

William E. Steers, Doherty, Clifford, Steers & Shenfield, sees good opportunities in this agency field 134

200 TOP TELEVISION SPONSORS

Proctor & Gamble, No. 1 user of visual medium, reaches $60.9 million in national and spot purchases 136

departments

Advertisers & Agencies 32	Government 42	Opinion 128
At Deadline 7	In Public Interest 22	Our Respects 24
Awards 101	In Review 15	Professional Services . 92
Closed Circuit 5	International 112	Program Services 41
Colorcasting 34	Lead Story 31	Programs & Promotion 121
Editorial 142	Manufacturing 68	Spot Tv Report 138
Education 111	Networks 80	Stations 96
Film 86	On All Accounts 26	Trade Assns. 92
For the Record 103	Open Mike 18	Upcoming 106

Broadcasting Publications Inc.

Sol Taishoff, President · Maury Long, Vice President · Edwin H. James, Vice President
H. H. Tash, Secretary · B. T. Taishoff, Treasurer · Irving C. Miller, Comptroller

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood)
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Earl B. Abrams
ASST. TO MANAGING EDITOR: Donald V. West
ASSISTANT NEWS EDITOR: Munsey Slack
ASSISTANT EDITORS: Harold Hopkins, Dawson Nail
STAFF WRITERS: Art Brandel, Argyll Campbell, Jacqueline Eagle, Jere McMillin, Ann Tasseff
EDITORIAL ASSISTANTS: Hilma Blair, Frances Pelzman, Rita Wade
LIBRARIAN: Catherine Davis
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCarthy
ADVERTISING ASSISTANTS: Doris Kelly, Jessie Young
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE
MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Cecilia Delfox, Bessie Farmer, Charles Harpold, Joseph Sapienza

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

Editorial
SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Beverly Berl

Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
SENIOR EDITOR: Bruce Robertsn
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

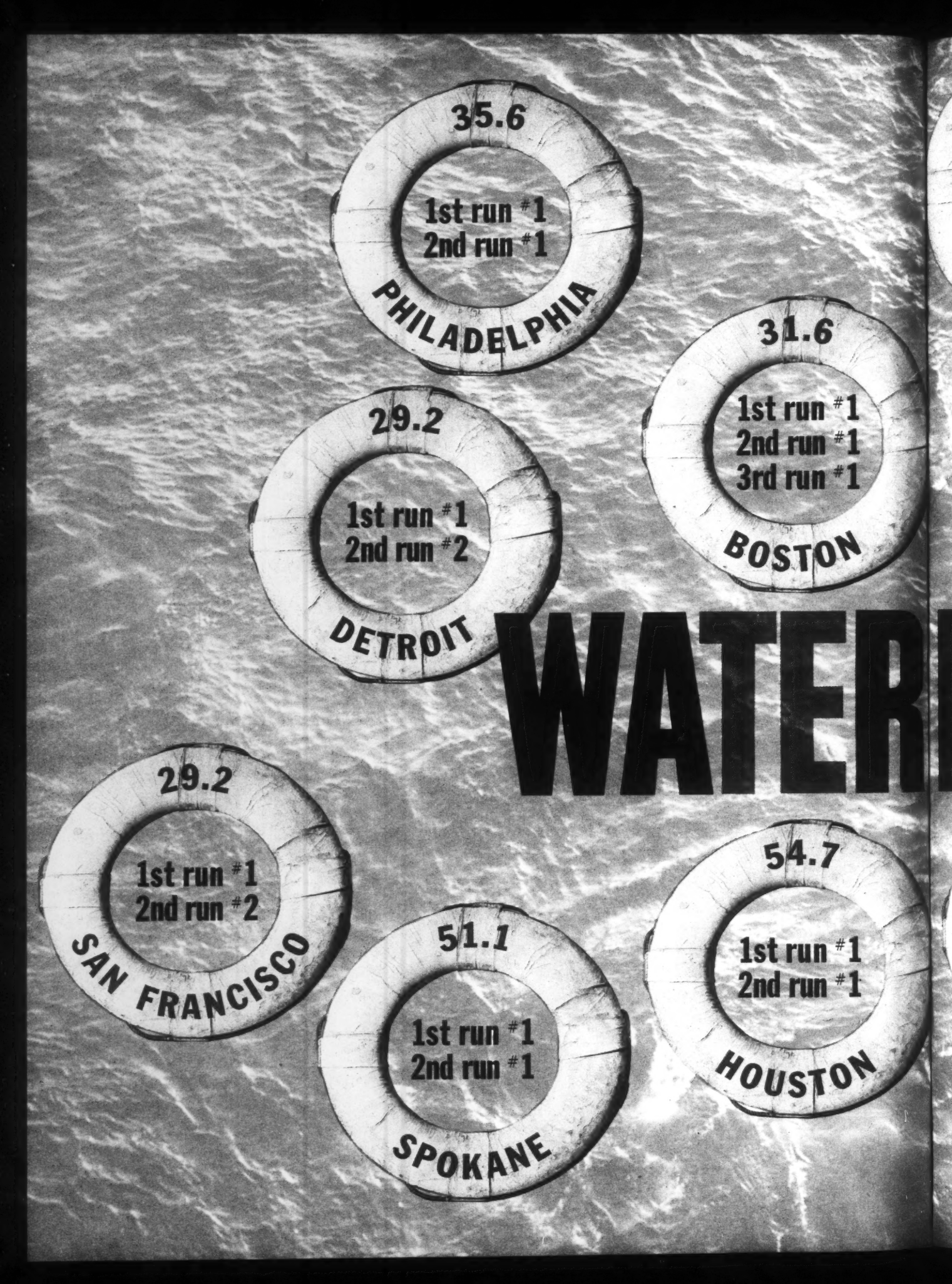
*Reg. U. S. Patent Office

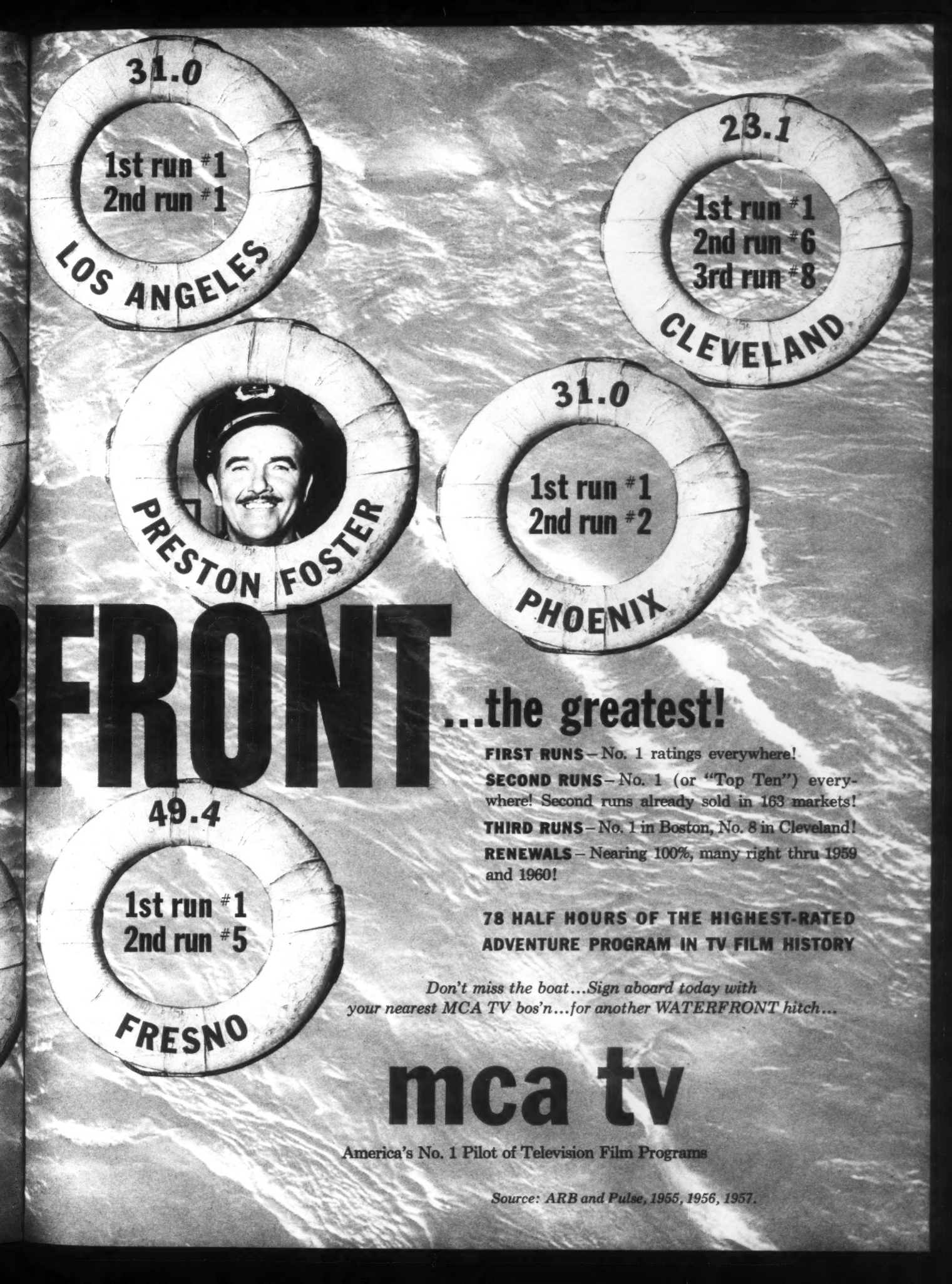
Copyright 1957 by Broadcasting Publications Inc.

TV'S ALL-TIME
ALL-FAMILY
DRAMATIC HIT

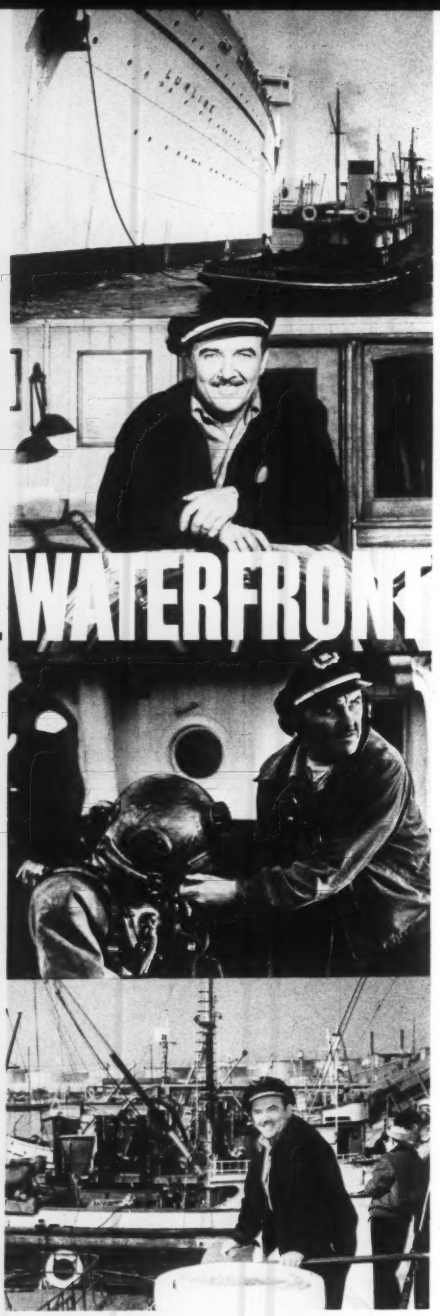
WATERFRONT

NOW MATCHING
ITS RECORD-BREAKING
1ST RUNS WITH FABULOUS
2ND RUN RATINGS...


35.6
1st run #1
2nd run #1
PHILADELPHIA
31.6
1st run #1
2nd run #1
3rd run #1
BOSTON
29.2
1st run #1
2nd run #2
DETROIT
WATER
29.2
1st run #1
2nd run #2
SAN FRANCISCO
51.1
1st run #1
2nd run #1
SPOKANE
54.7
1st run #1
2nd run #1
HOUSTON


31.0
1st run #1
2nd run #1
LOS ANGELES
23.1
1st run #1
2nd run #6
3rd run #8
CLEVELAND
PRESTON FOSTER
31.0
1st run #1
2nd run #2
PHOENIX
FRONT
...the greatest!
49.4
1st run #1
2nd run #5
FRESNO
FIRST RUNS – No. 1 ratings everywhere!
SECOND RUNS – No. 1 (or "Top Ten") everywhere! Second runs already sold in 163 markets!
THIRD RUNS – No. 1 in Boston, No. 8 in Cleveland!
RENEWALS – Nearing 100%, many right thru 1959 and 1960!
78 HALF HOURS OF THE HIGHEST-RATED ADVENTURE PROGRAM IN TV FILM HISTORY
Don't miss the boat...Sign aboard today with your nearest MCA TV bos'n...for another WATERFRONT hitch...
mca tv
America's No. 1 Pilot of Television Film Programs
Source: ARB and Pulse, 1955, 1956, 1957.

the greatest... WATERFRONT ...



has ranked No. 1 in virtually every market rated by ARB and PULSE*...

#1 in Sacramento
#1 in Houston
#1 in Fresno
#1 in San Francisco
#1 in Cleveland
#1 in Los Angeles
#1 in Terre Haute
#1 in Bakersfield
#1 in Philadelphia
#1 in Wilmington
#1 in Spokane
#1 in Baltimore
#1 in Kansas City
#1 in San Antonio
#1 in Detroit
#1 in Portland
#1 in Salt Lake City
#1 in Dayton
#1 in Washington, D.C.
#1 in Omaha
#1 in Jacksonville
#1 in Boston
#1 in Phoenix
#1 in Hannibal-Keokuk
#1 in Santa Barbara
#1 in Rock Island-Davenport
#1 in Pueblo
#1 in Rochester, Minn.
#1 in Toledo
#1 in Charleston-Huntington

*1955,56,57

What's *your* port o'call?

mca tv

598 Madison Avenue, N. Y. 22, N. Y.
(PLaza 9-7500) and all principal cities

A ROLAND REED PRODUCTION created and produced by Ben Fox, executive producer, Guy V. Thayer

THERE SHALL BE NO NIGHT

IN dramatic production, the sum total must somehow equal more than the total of its parts, and in this respect the *Hallmark Hall of Fame* production of Robert Sherwood's "There Shall Be No Night" was not a success. It offered an excellent cast in a meaningful play, yet somehow it failed to generate any real sense of dramatic excitement.

In its portrayal of what was happening to families all over Europe in 1939, "There Shall Be No Night" was a tragic symbol. For its recent production, the setting of the play was changed from Finland 1938-39 to Hungary 1956. There was no sense of unfittingness about this transition, for Mr. Sherwood's words could have been written last fall, and the transposition was deftly handled.

In the story of a family of brilliance and charm, caught in recent events in Hungary, Charles Boyer made his first live tv appearance. It was an auspicious start. As Dr. Karoley Valkay, Nobel prize winner who learns that the scientific approach must be forsaken in times of stress, Mr. Boyer handled his part with ease and assurance, developing it as the play progressed. Unfortunately, the same cannot be said for Katharine Cornell, who just didn't seem to be trying. In general, however, all the parts were well done—special plaudits to Mr. Boyer and to Ray Walston as Dave Corween, an American broadcaster (who switched his allegiance from CBS in the original play to NBC in this production).

Perhaps the production lacked tightness; perhaps its failure lay in the fact that the point of the play is too obvious for an audience that has lived through the last 20 years. For *Hallmark Hall of Fame*, A for effort, B for results.

Production costs: Approximately $100,000. Sponsored by Hall Bros. Cards, Kansas City, through Foote, Cone & Belding, Chicago, on NBC-TV March 17, 7:30-9 p.m. EST.

"There Shall Be No Night," by Robert E. Sherwood. Adapted for tv by Morton Wishengrad.

Executive producer: Mildred Freed Alberg; producer-director: George Schaefer; assoc. producer-director: Robert Hartung; scenery: Robert Wightman; costumes: Noel Taylor; unit manager: Tom Madigan; assoc. director: Eleanor Tarshis; program supervisor: Joseph Cunneff.

TRUE STORY

THE ACCOUNT of a man frantically seeking an alibi in a murder he obviously didn't commit—the plot of NBC-TV's first *True Story* dramatization this season—came off well, if only because it was off the much-beaten *True Story* path.

Kathi Norris, who introduces each chapter of the weekly series, set the story line, describing it as a "series of fascinating coincidences." It was that and a bit more—several cuts above what one might anticipate as soap opera and faintly suggestive, in its treatment, of such old worthies as *Sure As Fate, Suspense* and *The Web*—minus any violence.

Frank Ellis is picked up by police for the murder of Ceil Bishop. He insists he left Alice Wood's home about 8:15 p.m., stopped at a bar and remained until 2 a.m. The camera traces Mr. Ellis' movements (even as he couldn't).

The trick is to account for his presence during those vital hours. Mr. Ellis recalls the name of the bar, two strangers he engaged in casual conversation (a furrier named Wallace and a tv fight fan) and an engaging blond who met the furrier during the evening. Mr. Wallace won't admit that he was in the bar and, to complicate matters, the bartender passed away the night before.

So Mr. Ellis ends up behind bars until at the end, police haul in Louie Stanton, a parolee also hard-pressed to establish his whereabouts. The climax: He was the other stranger in the bar, giving unimpeachable alibis for both.

Production costs: $25,000.

Half the program sponsored by Sterling Drugs Inc. (the other half sustaining) through Dancer-Fitzgerald-Sample on NBC-TV, March 16, 12-12:30 p.m. EST.

Producer: Wilbur Stark; director, Tom Reynolds; packager, Stark-Layton Inc.; various writers; story editor and narrator, Kathi Norris.

Cast: Bert Freed, Phil Abbott, June Dayton, Jim Boles, Boris Aplon.

SEEN & HEARD

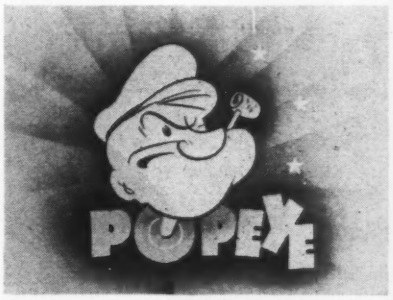
The Emmy acceptance speeches (NBC-TV March 16), with but few exceptions, followed the same old dull pattern: "I couldn't have done it without the help of hundreds of persons behind the camera." Notable departure: Loretta Young, winner of the Emmy for the best continuing performance by an actress in a dramatic series. Looking particularly beautiful and with her customary poise, she said simply, "That's the nice thing about television: you do something you love to do and you win prizes for it!"

The most embarrassing moment was provided by Nanette Fabray, honored for the best continuing performance by a comedienne. Miss Fabray turned to her former tv "husband" Sid Caesar and said: "You've got one wife left, Sid, hold on to her!" The video camera then panned to a closeup of Mr. Caesar, looking understandably stunned.

Taking advantage of the spark of life still left in two veterans of the tv circuit, NBC-TV has unearthed *Masquerade Party* and *The Vise* (now *Detective's Diary*). *Masquerade Party* is a ripe old quiz show, having been around since 1952, and returning to NBC-TV after stints on both other networks. It all seemed a little familiar, but it's still a passably pleasant way to spend a half-hour—a good thing, as it's apt to be with us forever. *Detective's Diary*, on which the sponsor has enjoyed considerable mileage, follows Mark Saber through a quick crime and dispatch of same, but it proved to be vastly more satisfying than the present Mark Saber series.

2

big favorites in Youngstown, Ohio



POPEYE

SUSIE SIDESADDLE

BOTH SEEN DAILY ON

WFMJ-TV

CHANNEL 21

Here's what A.R.B. for Nov. '56 says

SUSIE and POPEYE 31.9

STATION "B" PROGRAMS 20.8

Mon.-Fri.—5:30 to 6:30 PM

In the big Youngstown, Ohio Market the Combination of Susie Sidesaddle and Popeye produce a rating of 31.9 including a big adult audience.

There are a few one-minute live or film availabilities in this top rated time period.

Call Headley-Reed or Mitch Stanley, station mgr. Sell the Youngstown, Ohio Market with Channel 21 NBC.

Your Good Neighbor Station

This one record, capturing the majestic golden voice of the great Enrico Caruso, originally sold for about $1.00 . . . . . .

can you guess its value today?

Television Division

Edward

THE ORIGINAL

NEW YORK • CHICAGO • ATLANTA

This original Zonophone record of Caruso with arias from Tosca, is now worth more than $100.00 . . . and re-issues of other Caruso records are still soaring into the uncounted millions.

Similarly, many television time periods, bought originally for a song, are worth their weight in gold today. Fortunately, however, you can still secure valuable Spot TV franchises in important markets . . . buys which you can count on to soar in value in the months ahead.

For all the facts and data on such time periods, and their long-range potentials, consult with us. We will be happy to make available our many facilities and special services to help you with your Spot TV planning.

In spot TV, too . . . *value increases with time!*

WSB-TV . . . . . Atlanta	WISN-TV . . . . . Milwaukee
KERO-TV . . . . . Bakersfield	KSTP-TV . . . . . Minneapolis-St. Paul
WBAL-TV . . . . . Baltimore	WSM-TV . . . . . Nashville
WGN-TV . . . . . Chicago	WTAR-TV . . . . . Norfolk
WFAA-TV . . . . . Dallas	KMTV . . . . . Omaha
WESH-TV . . . . . Daytona Beach	WTVH . . . . . Peoria
WTVD . . . . . Durham-Raleigh	KCRA-TV . . . . . Sacramento
WICU . . . . . Erie	WOAI-TV . . . . . San Antonio
WNEM-TV . . . . . Flint-Bay City	KFMB-TV . . . . . San Diego
KPRC-TV . . . . . Houston	KTBS-TV . . . . . Shreveport
WHTN-TV . . . . . Huntington	WNDU-TV . . . . . South Bend-Elkhart
WJHP-TV . . . . . Jacksonville	KREM-TV . . . . . Spokane
KARK-TV . . . . . Little Rock	KOTV . . . . . Tulsa
KCOP . . . . . Los Angeles	KARD-TV . . . . . Wichita

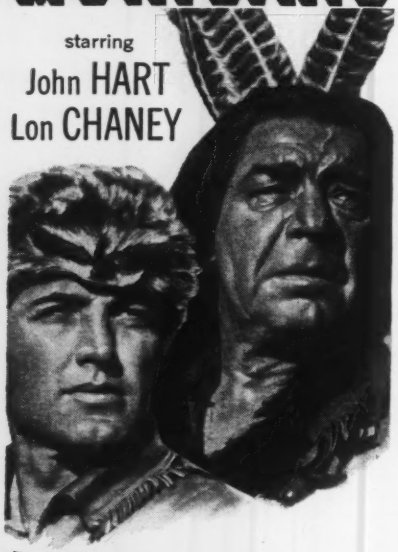
Petry & Co., Inc.

STATION REPRESENTATIVE

DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Just in!
Seattle · San Diego
San Francisco
OUTRATES ALL COMPETITION
FIRST RATED TELECASTS
22.3 KING, Pulse 2/6/57
23.5 KFMB, Pulse 2/6/57
16.4 KPIX, Videodex 2/5/57

HAWKEYE
AND THE
LAST OF THE
MOHICANS
starring
John HART
Lon CHANEY



tpa
VISIT US
NARTB
CONRAD HILTON HOTEL
SUITE 532A, 533A, 534A

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

BOOKS

HISTORY AS YOU HEARD IT, by Lowell Thomas. Foreword by William S. Paley. 486 pp., $4.95, Doubleday & Co., New York, 1957.

LOWELL THOMAS may not be the best radio commentator of the lot, but he certainly appears the most durable one. This book does not pretend to be an anthology of Mr. Thomas' "best broadcasts." Neither does it live up to its rather grandiose promise (as stated on the book jacket) of trying to cram between hard covers "25 years of history reported day-to-day as it happened," but then it doesn't have to. There's just enough in this book to give the casual reader a fairly good idea of what happened between Sept. 29, 1930—Lowell Thomas' first CBS Radio newscast—and Sept. 26, 1955, where he rather abruptly leaves us to wonder whether President Eisenhower will survive his heart attack.

There's also enough in the book to see why Mr. Thomas has become an institution of sort—the little homey touches such as calling dictators by their first names ("it looks like Adolf . . .") or using his tonal inflections to cast just enough doubt on someone's statement to make him out a liar ("The Russians have broken through . . . so says Moscow . . .").

Perhaps the most interesting part of the book is to be found in the foreword. In it, CBS Board Chairman William S. Paley explains how the network came to find the golden voice of Mr. Thomas. It appears that after Floyd Gibbons and his sponsor, *The Literary Digest* (swallowed up by Time Inc. after the rout of Al Landon by FDR in '36) reached a parting of the ways in 1930, the network found itself in a corporate pickle. Then along came Thomas, hailed far and wide as the discoverer of T. E. Lawrence (of Arabia fame), only he didn't know how to do a news broadcast. Lent a braintrust by the sponsor consisting of Ogden Nash, Jesse Butcher, Dale Carnegie and Prosper Buranelli, Mr. Thomas sent the first three away, kept Mr. Buranelli, and has, despite the pun, prospered ever since.

TELEVISION ENGINEERING HANDBOOK, edited by Donald G. Fink. McGraw-Hill Book Co., New York. $18.

FIRST handbook on television engineering is the designation the publisher gives this compendium of the engineering aspects of the visual art. Written by 33 specialists, the volume runs the gamut from tv standards to colorimetry, from camera to the latest 21-inch color receiver. Not only are U. S. systems and standards dissected, but also those of Great Britain, France and other CCIR countries. The contributors number outstanding authorities in both the manufacturing and broadcast field. Not the least recommendation for this handbook is the editorship of Don Fink. Mr. Fink, now director of research for the Philco Corp., was formerly editor of *Electronics Magazine* and of the *Proceedings of the Institute of Radio Engineers;* vice chairman, National Television System Committee, and a man who has done yeoman service in professional activities in television.

OPEN MIKE

Bouquet

EDITOR:

Thanks for your carefully handled story concerning the editorializing issue [involving CBS actions in regard to commentators Ed Murrow and Eric Sevareid; B•T, March 11]. I appreciate your taking the time to go into the matter thoroughly, and to write a fair and accurate story.

John Day
Director of News
CBS New York

How High the Moon?

EDITOR:

I was pondering the future of radio recently, and here is what one of your Classified ads might look like in the year 2057.

Help Wanted

Small market network affiliate on Moon has opening for morning man. Must be able to run own board and space car. No drifters, floaters, or space-bums need apply. Good opportunity for sober, reliable man with highly developed respiratory system.

Phil Painter
WSOU-FM South Orange, N. J.

Half Right

EDITOR:

In re your story [B•T, March 18] about Mr. Reveal who likes his tv set so well that he shot three slugs into it: I hasten to point out that WCHS-TV is in Charleston, West Virginia, rather than South Carolina as reported in your story.

Bruce M. Johns
Promotion Director
WCHS-TV Charleston, W. Va.

EDITOR:

Your article on the Pittsburgh address of Walter B. Dunn of H-R Representatives [B•T, March 18] was gratifying, but as a member of the Pittsburgh Radio & Tv Club, I would like to point out that it was this organization and not, as was stated, the Pittsburgh Ad Club which Mr. Dunn addressed.

The Pittsburgh Radio & Tv Club has been meeting every other week for more than 10 years and has been largely responsible for the congenial relations among officials and staff members of Pittsburgh district stations.

Philip L. Davis
Promotion Manager
WWSW Pittsburgh

Chevalier Fan

EDITOR:

As an admirer of your television reviews, I was disappointed in your comments on *Maurice Chevalier's Paris.* One reason it appealed to me was the fact that he didn't play up the usual stereotypes of France. If Chevalier had appeared in his usual singing role, it would have made this into an ordinary musical. I think you missed the point.

Elizabeth Turnell
Greencastle, Ind.

TV What's On? RADIO
News Around the Clock Celebrates 15th Year
By BEN GROSS
America's most famous five-minute newscast, News Around the Clock, is 15 years old today. To celebrate the anniversary of this feature, a joint venture of THE NEWS and of radio station WNEW, a special program was scheduled by the latter from Thursday Midnight to 1 o'clock Friday morning.
There is a special reason, beyond a sentimental one, for the observance of this occasion. For News Around the Clock is generally regarded as not only the most successful feature of its kind in the country, but is recognized as the radio news period that changed the listening habits of the nation.
The concept of a five-minute news broadcast every hour around the clock was unknown in the radio field prior to its inception by THE NEWS over WNEW at 12:30 A. M., Feb. 15, 1942. Since that time, NATC has been on the air every hour on the
NETWORKS
MBS CONSIDERS HEAVY NEWS FORMAT
Mutual officials to seek reaction of affiliates at Chicago meeting this week
A NEW TYPE of network operation built almost wholly around newscasts
NETWORKS
'ENTHUSIASTIC' APPROVAL GIVEN MBS NEWS FORMAT BY AFFILIATES
MBS may have a plan of radio network operation ready by NARTB convention time, April 7-11, if first affiliate reaction to the idea [BeT, Jan. 28] is any criterion.
First views of
There appeared to be sentiment in favor of moving the headquarters to Washington
Attendin
new MAA
State-Wide Radio News Service Launched In Ga
Atlanta, Ga.—A state-wide radio news service has been inaugurated here by the Georgia Power Company in conjunction with
Stations Expand News Coverage During Strike
Expansion of news coverage by of the curtailed newspap ation caused by the new rers strike was announced by l radio and TV stations.
CA-TV will run news reports ery local prog with John K hcing. The "Sa had a half ho m. Saturday. d news prog le spots on its S radio schedu for 2, 3, 4 and th a special h 6 p.m. WCB ts at 1:55, 4: day a news "Let's Tak om noon to began ten-minut hour betw th summ that ation
Indiana Radio Outlets Increase Newscasts
Indianapolis—News programmin has been emphasized at the radio stations. which changes in de commodo At stati erage be orting n r. from 6
Sunday 'World News Roundup' Gets Underway on CBS-TV
A NEW weekly news show on Sundays, 3:30-4 p.m., was to premiere on CBS-TV starting yesterday (Sunday). Called *World News Roundup*, the show is designed to integrate overseas spot news reporting, according to John F. Day, CBS' director of news.
Mr. Day said that *Roundup* "will bring television coverage of world news to the point where the next development could only be 'live' transoceanic broadcasts from overseas news centers." Features of the program inclu film shot nique tha as "late" key in utilized
Standard Oil Buys ABC Western Div. Newscast
Making its first major radio buy in a number of years, Standard Oil of California yesterday announced week sponsorship of a 5:45 to 6 through Friday, news- division ra-
NETWORKS
NBC RADIO'S NEW PROGRAMMING READY TO GO DESPITE OBSTACLES
NBC RADIO officials reported late last week they were all set to go into operation today (Mon.) with their revitalized program scheduling the controversial five-minute newscasts on the hour.
Despite objections of Station Representatives Assn. and a number of affiliates, network officials said they had a "more than adequate" number of station clearances to put the newscast plan into effect under the shared sponsorship of Bristol-Myers and Brown & Williamson.
They had maintained almost from the beginning they were assured of enough station acceptances even though spokesmen for a number of major-market affiliates said
the numbe ing period reiterated series w than 78- this wou acknow where spot c media assur as s
Morning Newscast
WMAQ, Chicago: Mid Ameri Bank of Chic through Holden, Inc., the 5-minute John Holtman morning newscast Monday through Friday for 52 weeks effective Jan. 28; Art Hansen Buick, through Henry Senne Advertising, 10-minute portions of the early morning "Chicago Calling" on Wednesday and Friday for 52 weeks effective Jan. 23; Wilson-Jump Co., through George H. Hartman Co., renewal of 15-minute Saturday morning Norman Ross musical program for 52 weeks effective Feb. 2; South Side Bank & Trust Co., through Schramm Adv. Co., renewal of 15-minute Norman Barry newscast Monday, Tuesday and Thursday, for 13 weeks effective Jan. 21; Northern Illinois Gas Co., through J. R. Pershall Co., renewal of 10-min. Wednesday night Morgan Beatty news program for 13 weeks effective Jan 23; and Armour & Co., through Tatham Laird, Inc., renewal of 10-minute Tuesday and Thursday night "Weatherman" program for 13 weeks effective Jan. 31.
Quaker Oats Company To Sponsor NBC-TV News
Starting Feb. 12, the Qua Company will sponsor NBC News, on Tuesdays, it was announced by William R. Goodheart, vice presi-
KMPC News Gets Results
NEWS COVERAGE on KMPC Los Angeles helped recover a stolen car last month. The station aired a police description, and a listener spotted the abandoned car and telephoned police.
NETWORKS
Mickelson Talk Cites Growth of Video News
DESPITE criticism that television political speeches during the 1956 campaign were "dull," tv's extensive coverage probably was a significant factor in bringing out an all-time high of over 62 million voters, Sig Mickelson, CBS vice president in charge of news and public affairs, asserted last week.
He told a Broadcast Adv. Club of Chicago luncheon Monday that obviously "political managers regarded television as an important factor in the campaign" and that "the number of hours of air time they bought indicates their respect for the need." Mr. Mickelson said he felt it more important that news coverage "caught the candidates not in a prepared speech situation, not in a prepared script roundtable but rather in informal situations."

THE HOTTEST NEWS IS NEWS ITSELF

Recent headlines in the trade and daily press show that the hottest news in broadcasting today is news itself.

Independents, affiliates, networks alike are programming more newscasts — and winning and holding more listeners, selling more sponsors.

Mostly with U.P. news. It's a two-way first.
More stations — 1800 — air it. More sponsors — 200 kinds — buy it.

Our 10 new pocket-size folders tell why. If you would like a set, drop us a note, at 220 East 42nd Street, New York.

United Press
U.P. NEWS PRODUCES

There's more to Florida!

The surf still lures millions of vacationists, but Florida water now has another, broader meaning: unlimited supplies of fresh industrial water, and busy deep-water harbors... attracting millions of dollars in industry and shipping to the northern part of the state.

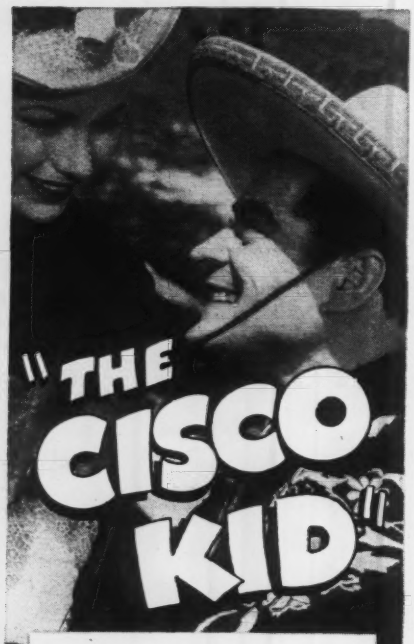
There's Jacksonville, for instance

...major seaport and hub of a $1,660,000,000 market. The Southeast's fabulous growth has centered here, bringing population increases 256% greater than the national average in five years... bringing more than 600 manufacturing enterprises... bringing 6,475,480 tons a year of imports and exports to Jacksonville's superb land-locked harbor. As the N. Y. Herald Tribune said: "Jacksonville is a giant distribution and service center."

and WMBR-TV** is the television giant which taps for you the enormous new spending power of 272,500 television families in 67 Florida and Georgia counties. WMBR-TV reaches three times as many television homes as its competition*—and delivers five and a half times the average audience!

Channel 4, Jacksonville—**WMBR-TV**
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

**NCS #2, updated to 2-1-57 **Latest ARB*



North Carolina Dairy Renews And Renews!

MAOLA MILK & ICE CREAM CO., North Carolina, sponsor of Cisco in Wilmington for third year and in Greenville for one year, enthusiastically states through Walter J. Klein, Inc.:

"Sales have jumped in both markets as result of the TV series and Cisco's 'Ranchers Club' activities. Each Rancher (boy or girl) signs a pledge to drink 3 glasses of milk a day."

Ask to see more success stories of THE WORLD'S GREATEST SALESMAN! "THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York Chicago Cincinnati Hollywood

IN THE PUBLIC INTEREST

McGannon Says WBC Plans 1958 Public Service Meet

THE BOSTON conference on local public service programming will be repeated in 1958, it has been announced by Donald H. McGannon, president of the Westinghouse Broadcasting Co.—under whose auspices the conference was held [B•T, March 4].

Mr. McGannon said, "We feel this decision was indicated by the enthusiasm with which the conference was accepted and by the spirit of mutual cooperation displayed by broadcasters and educators who came from all over the country to pool their ideas and viewpoints toward the common goal of improving broadcasting's service to the public."

"Our experience with the Boston conference far exceeded our expectations but also brought us to the awareness that much remains to be done in this area of programming. We hope that the experiences gained to date, plus the high level of enthusiasm reached, will let us go even beyond the results achieved this year," he added.

Site of the 1958 conference has yet to be selected.

VA Record Thanks Broadcasters

IN ORDER to say "thank you" to the stations carrying its *Here's to Veterans* public service program, the Veterans Administration in Washington is mailing a "record of appreciation" to station personnel. The disc contains highlights of past broadcasts of the musical series and a message to broadcasters from Veterans Administrator Harvey V. Higley. The VA reports that the program is now aired by 2,400 stations across the country and says it has "proved to be one of our most important means of providing essential information and advice to veterans." VA estimates that radio stations donate more than $5,000,000 a year in public service time for the series which is now in its tenth year.

Freedom Crusade Nets $13,000

KRLD-TV Dallas, cooperating with the *Dallas Times Herald,* collected $13,000 in a Carrier Crusade for Freedom drive. The station televised the weighing-in of contributions collected by the paper's carriers along their routes.

WBZ Helps Talking Book Service

WBZ Boston has sent a group of used transcriptions to the American Printing House for the Blind, where they are used for the "Talking Book Reader's Digest." The "Talking Books" are distributed free of charge each month to the blind, and the station contributes its transcriptions twice a year.

Good Scouts to the Rescue

PHILADELPHIA radio and tv executives are lending support of their media to a drive to raise $1,000,000 for a new Girl Scout camp site in the Philadelphia area.

TRAINING IN TRENTON

WTTM Trenton, N. J., prides itself on its community service programs. But the station is aiming even higher, with a double-barreled new citizen-training workshop series called *Project A for Action.* The twofold aim of the undertaking is to build WTTM's listening audience through community service programs of wider interest and at the same time to improve the quality of these programs, according to Station Manager Fred E. Walker.

The logical way to achieve such ends, WTTM reasons, is to train program participants for their radio jobs. This is the kind of action envisaged by Project A. The project calls initially for seven weekly workshops from April 2 through May 21. PTA's, religious groups, service clubs, women's organizations, youth organizations, educators and labor groups each will devote one evening to learning how best to tell their stories on the air.

Members of the WTTM Community Program Committee have been assigned to handle individual workshops with an instructor staff made up of WTTM air personalities, news director and program director. Miss Elizabeth Dillon, drama-radio instructor of Trenton Central High School, is chairman of Project A. Students are enrolling now by means of registration forms sent out by WTTM.

'Get Your Salk Shots Here'

KAYO Seattle, Wash., added a 'shot in the arm' to its regular programming on March 7 when it joined in the city-wide "Wipe Out Polio" campaign. The station arranged to have a doctor in one of its studios, and after broadcasting its offer, gave 111 free polio shots. The same service will be offered for follow-up shots.

WJAR-TV Sparks Salk Drive

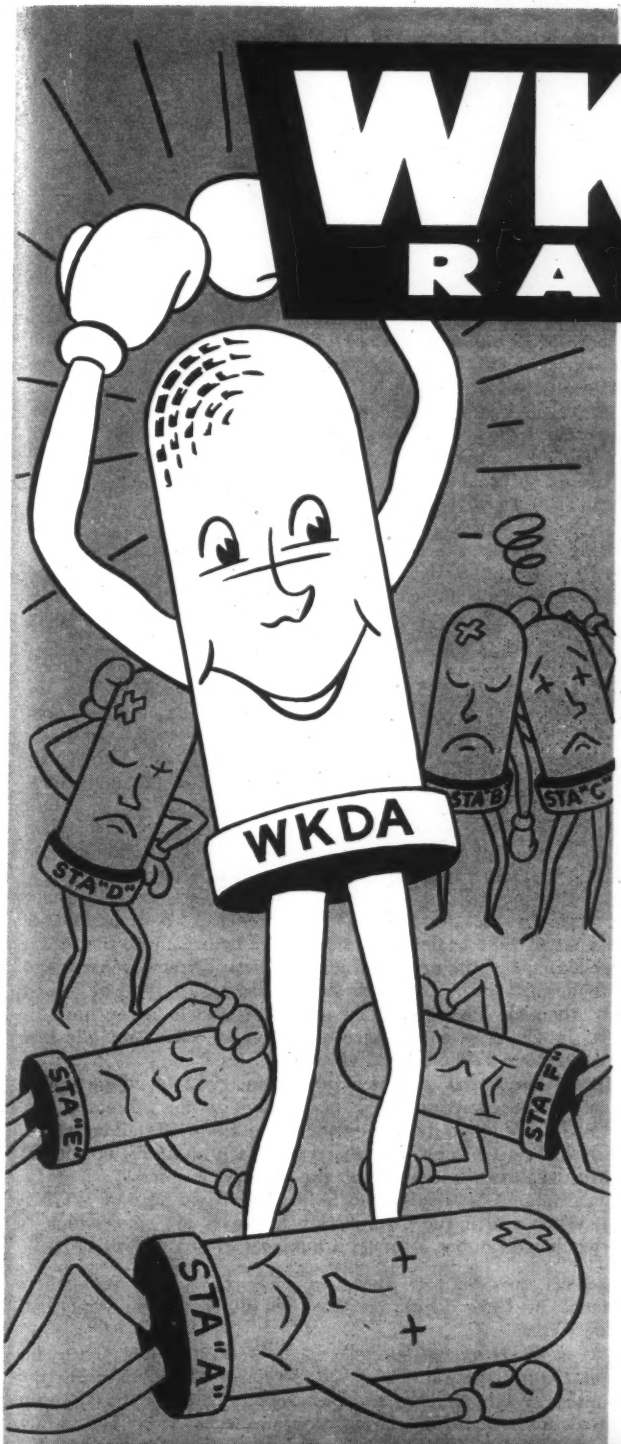
STATE leaders joined with WJAR-TV Providence, R. I., in 14 on-camera appeals for 100% protection against polio with Salk vaccine. Tying-in with the station's campaign for state-wide vaccination, WJAR-TV was saluted on NBC's *Home* show the same day.

Film Spotlights School Needs

THE critical needs of many D. C. public schools were spotlighted in a special film prepared by WTOP-TV Washington, D. C. Prepared in collaboration with the D. C. League of Women Voters, the film was shown on *The Donna Douglas Show.*

Quick Service for Public Service

KRON-TV has established a new system for more rapid processing of emergency requests for service announcements by public organizations. Their "Neighbor in Need" service will enable emergency announcements to be aired within a matter of minutes.



WKDA RADIO

KNOCKS 'EM DEAD IN NASHVILLE

1240

MONTHS	WKDA	STA. A	STA. B	STA. C	STA. D	STA. E	STA. F
OCTOBER–NOVEMBER	27.2	14.4	10.8	2.3	11.0	17.7	2.9
NOVEMBER–DECEMBER	28.1	14.4	10.3	3.1	10.1	18.4	3.2
DECEMBER–JANUARY	31.6	13.9	10.9	2.4	8.7	17.3	3.0
JANUARY–FEBRUARY	32.7	13.6	9.7	1.7	7.9	17.4	2.3

NOTE: WATCH FOR THE NEW PULSE

WKDA reaches more Nashville people at a lower cost per thousand than any other Nashville radio station.

REPRESENTED BY STARS NATIONAL, INC. • HARVEY L. GLASCOCK, Executive Vice President and General Manager

* Hooper, Oct. '56 — Feb. '57 . . . 7:00 a.m. — 6:00 p.m. Monday — Friday

Across-the-Board Radio= All Aboard Union Pacific

If you're coming or going in Southern California (and most of the area's 7 million usually are) Union Pacific will reach you . . . via radio.

UP hits solidly every day at the 99% radio homes and 80% radio-equipped cars (1¼ cars per family!) with a triple punch:

1. MORNING NEWS on KBIG, covering all Southern California from Catalina.
2. CLASSICAL MUSIC evenings on KFAC
3. NIGHT NEWS on KNX-CBS

To bolster this year-round schedule, UP buys saturation spots for specific promotions like Vacation Family Plan and inauguration of the "City of Las Vegas".

"Practically everyone travels in Southern California," says UP Los Angeles ad manager Paul Beach. "We put a substantial share of our budget in radio because *it reaches* practically everybody, consistently and economically."

Adds Marion Welborn, vice-president, The Caples Company ad agency: "We picked KBIG 3 years ago as a basic for Union Pacific, because its powerful signal gives us coverage of 8 counties at low cost—per—thousand. Results have dictated our renewal for 1957."

KBIG shares with two other stations gratification for another "well done" from a contented Southern California Radio client.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Robert Francis Hurleigh

ALTHOUGH Bob Hurleigh's responsibilities with Mutual have become increasingly administrative, the new MBS national director of news and special events still thinks of himself as a working newsman and still looks forward with excitement to his morning newscast on the network.

Mr. Hurleigh's latest move up in the Mutual hierarchy came with the network's shift of its news headquarters from New York to Washington [B•T, March 18], "where the bulk of headline news now originates." He didn't have to move at all physically, for he has headed Mutual's Washington news operations since 1955.

The new MBS news chief is one of those broadcast figures who stuck with radio through thick and thin and whose words are being heeded again now that radio's resurgence makes itself felt. The industry as a whole, he believes, "has not yet started to think of radio in specific terms of its importance in the field of information and entertainment." During the advent of tv the executives in radio became the executives in the more lucrative, but also more costly, new medium, he says, and many of them "let radio slide."

"Now," the Mutual executive says, "we have to think of radio in news terms—not as competing with tv, but in specializing in what is best for radio, which, he believes, "pre-eminently outdistances tv, day in and day out, in the handling of spot news."

Robert Francis Hurleigh entered radio news at 21 after four years successively as usher in Washington's William Fox (now Loew's Capitol) and RKO theatres and as a copyboy on the old *Washington Times*. Born July 28, 1912, on Maryland's Eastern Shore (Crisfield), he lived with his mother in Baltimore after his father died when he was three. He attended McDonogh Military School, later moving to Washington and going to McKinley High.

He began with WOL Washington as a newscaster in 1933, stayed about a year, touched down briefly at WJEJ Hagerstown and WFMD Frederick, both Maryland, then went to WFBR Baltimore in 1935 as news director. There he organized the Radio Correspondents Assn., predecessor of the present Radio-Tv News Directors Assn. and first such group in the broadcast field, becoming its first president. In 1940 he joined the AP's radio subsidiary, then the Press Assn., as an editor and in a few months organized its Central Div. in Chicago as manager in charge of sales and editorial functions. In 1941-42 it was second of the three divisions in sales.

He served CBS' WBBM Chicago as commentator from 1942-44, then joined WGN, Mutual outlet there, to reorganize the news department as news director, and became news director of WGN-TV when it went on the air in 1948. He added duties as midwest news chief for MBS in Chicago later that year. Early in 1955, he moved to Washington to head Mutual's news operations in the Nation's Capital.

Mutual currently is awaiting an FCC decision in its proposed purchase of WGMS Washington, 5-kw outlet. When and if the Commission approves the sale, which is contested, Mr. Hurleigh would add duties as general manager of the station.

BOB Hurleigh has had his own network newscast since 1948, and remembers one exciting experience in 1953 during a strike at WGN by the American Federation of Tv & Radio Artists.

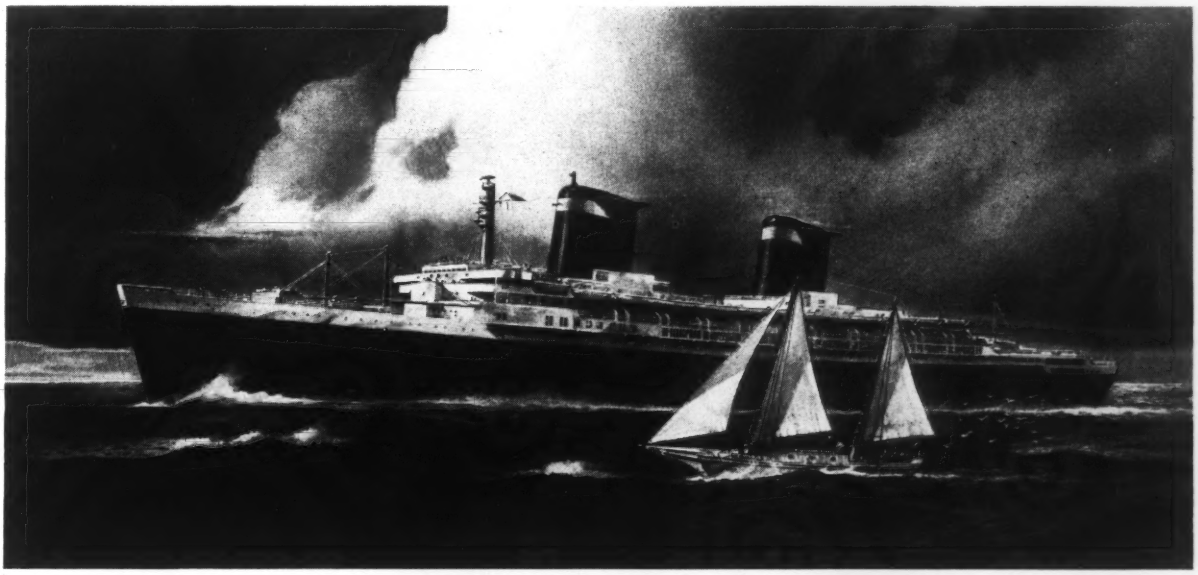
He was called upon, as a WGN executive and "as the father of five children," to take over the *Johnson Family* program, a daily 45-minute show featuring the "home life" of Cliff Johnson, WGN performer, and originating from the Johnson home. Mr. Hurleigh aired his own MBS news program, then with his family switched immediately to the Johnson program, all originating from Mr. Hurleigh's home in Barrington, 35 miles from Chicago. This lasted two weeks and earned not only WGN's gratitude, but a deluge of letters and new listeners to the news show.

Co-starring were Mrs. Hurleigh, the former Marjorie Marie Peterson whom he married in Baltimore in 1939, and the rest of the Hurleigh tribe: daughters Maryland, Robin and Jan, now 14, 11 and 5, and sons Bobby and Steven, now 12 and 7.

Mr. Hurleigh, who last Saturday was seated as president and executive committee chairman of the Radio & Tv Correspondents Assn., comprising radio-tv newsmen who cover Congress and the White House, at that organization's annual dinner, found he had a lot of other friends when he left Chicago in 1955.

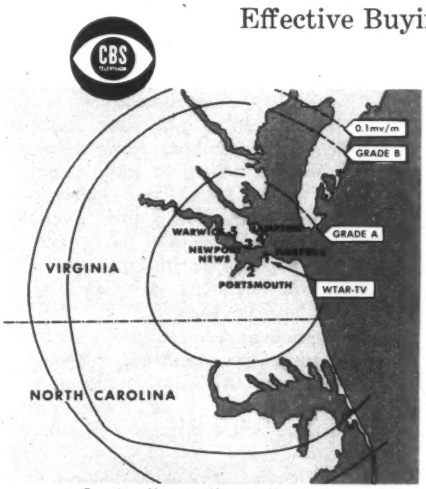
The Chicago Press Club, which he helped reactivate in 1949 after it had been inactive 10 years (he browbeat 300 newspaper and radio-tv newsmen into contributing $15 apiece), gave a testimonial dinner when he left. He had served as president. The 1,000 people attending gave him a new Cadillac and a 4x5-foot painting, a duplicate of which now hangs in the club's lobby. It shows a newsboy holding aloft his newspaper, with a radio tower and the Statue of Liberty in the background.

★ Bigger Than ★ The United States



S. S. "United States". Built at Newport News, Virginia. Fastest, most modern passenger ship ever built in this country. Length, 990 feet. Beam, 101 feet. 175 feet from keelson to funnel-top. Cost, over $70,000,000.00.

She cost more than $70 million dollars! Yet the folks who watch WTAR-TV could buy a "S. S. United States" every 10th working day in the year! For, Sales Management's Survey of Buying Power shows that WTAR-TV's Coverage Area has an estimated Total Effective Buying Power of more than $2,407,998,000.00.



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

That's a lot of market. And WTAR-TV is the only station you need to reach it. WTAR-TV operates with maximum power and tower on far-reaching Channel 3.

IT IS TIDEWATER VIRGINIA'S VHF STATION WITH 7 YEARS' TELECASTING EXPERIENCE

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA
Business Office and Studio—720 Boush Street, Norfolk, Va.
Telephone: Madison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.

79¢

per thousand*

A leading coffee manufacturer buys a thousand viewers for just 79c on KCRG-TV. (Ask us who!)

KCRG-TV

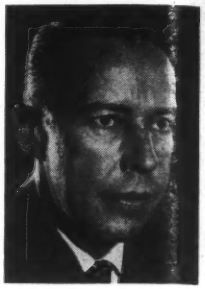
Channel 9—Cedar Rapids—Waterloo, Iowa

ABC-TV for Eastern Iowa

The Cedar Rapids Gazette Station

*** Based on Nov. ARB survey.**

ON ALL ACCOUNTS



Lucian R. Bloom

IN this age of specialization, Lucian Robert Bloom, 44-year-old media department manager of Cunningham & Walsh Inc.—dubbed "Oney" by his friends and colleagues—truly lives up to the title of this column: he is, in every sense, up "on all accounts."

With C&W since the first of the year, Mr. Bloom has behind him some 20 years of media experience, nearly all of them spent in two advertising agencies, Geyer, Cornell & Newell (now Geyer Adv.), and Kenyon & Eckhardt.

A Chicagoan, "Oney" Bloom entered the agency business by way of South Bend, Ind. (Notre Dame U., '35), and Oneida, N. Y., where he was a salesman for Community Silver (Oneida Ltd. Silversmiths), then serviced by GC&N. The following year, he joined the agency "as an office boy," and by 1941 was media director of the Detroit office, devoting most of his work on the Nash-Kelvinator account.

After the war (he worked in a defense plant) Mr. Bloom first returned to the Detroit office and then in April 1950, moved to Kenyon & Eckhardt's Detroit office, also as media director. In 1954 he was transferred to K&E's New York headquarters, and remained there as media supervisor until last December.

"Torn" between print and broadcast media, Mr. Bloom will not allow himself to be pinned down so far as expressing partiality for one over the other—"I appreciate the importance of both." He is not so reticent to express himself to station representatives.

FOR example, starting today (Monday), "Oney" Bloom will begin asking the reps who call on his timebuyers to "put some standardization into your procedures." He says it's particularly annoying to him to see his people fight their way through "clogged-up availabilities." He believes that reps should include with their availabilities the pertinent information requested by the buyers—adjacencies, ratings, and availabilities in time segments specified . . . *and* in a standardized form.

An avid philatelist (over the past 25 years he has assembled a staggering stamp collection), Mr. Bloom makes his home in New Canaan, Conn., with his wife, the former Jane Carrington (whom he married in 1940) and son Jim, 14.

When not soaking envelopes in lukewarm water, he is frequenting ice-cold streams, trout fishing. An agency man to the last, Mr. Bloom insists that after a few hours of fishing, there's nothing as good as a hot cup of Folger's coffee—J. A. Folger & Co. coffee, that is, one of C&W's most active spot users.

For RESULTS

IN MICHIGAN'S BIGGEST MARKET

WKMH

HAS THE POWER TO

REACH

the listener . . .

5000 watts going strong! WKMH cost-per-thousand is lowest of all stations at all hours!*

HOLD

the listener . . . with the tops of today's most popular features in music, news and sports, 24 hours a day!

SELL

the listener . . . consistent use of WKMH by Metropolitan Detroit's most astute buyers proves WKMH's power to produce results!

***6 A.M. to 6 P.M.*

Fred A. Knorr, Pres.
John Carroll, Mg. Director
Represented by Headley—Reed

For SAVINGS:

SAVE UP TO 15%

by using two or more of these powerful stations:

USE ALL 4 STATIONS . . . SAVE 15%
USE ANY 3 STATIONS . . . SAVE 10%
USE ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WSAM Saginaw, Mich.
WKHM Jackson, Mich.
Jackson Broadcasting & Television Corp.

KNORR BROADCASTING CORP.

By showing most people what they most like to see CBS Television attracts the greatest audiences day and night and is the largest single advertising medium in the world...

1. CBS Television broadcasts 8 of the 10 most popular nighttime programs . . . 6 of the top 10 during the daytime (FIRST FEBRUARY 1957 NTI).

2. The number of people who *actually watch* the average *program*—not the total number of people who casually tune to a network sometime during the course of the broadcast week.

3. CBS Television daytime programs deliver a 23% larger average audience than the only other network with a daytime program schedule (7 AM-6 PM, MONDAY-FRIDAY, FIRST FEBRUARY 1957 NTI).

4. CBS Television nighttime programs deliver a 21% larger average audience than the second ranking network . . . 79% larger than the third (6 PM-11 PM, SEVEN NIGHTS OF THE WEEK, FIRST FEBRUARY 1957 NTI).

5. Today, as in 1956, 1955 and 1954.

6. According to the most recent PIB figures, CBS Television is earning a 21.5% larger share of America's total advertising appropriation than any other single advertising medium.

MOST EYES ARE ON KTHV IN ARKANSAS!

KTHV is seen, heard, and gets regular viewing response throughout MOST of Arkansas! Please study the mail map above. Notice that it includes 62 Arkansas counties — notice KTHV's penetration to all six surrounding State borders, with mail actually being received from viewers in Mississippi, Missouri, Oklahoma and Texas!

With 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain) KTHV *sells* most of Arkansas.

Your Branham man has all the *big* KTHV facts. Ask him!

CBS **KTHV** **Channel 11**
LITTLE ROCK
316,000 Watts

Henry Clay, *Executive Vice President* B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 52, No. 12 MARCH 25, 1957

DuMONT PAYS $7.5 MILLION FOR WNEW

- **Going price still going up for New York independent**
- **Sale, radio's highest, ranks third in broadcast history**

NEW YORK's much-traded WNEW has hit a new high. The station, which was worth $2.1 million to Richard Buckley and associates when they brought it in 1954 and $4 million-plus when they sold it to Mr. Buckley, J. D. Wrather Jr. and John L. Loeb in 1955, was worth $7.5 million to DuMont Broadcasting Corp. last week.

It not only was the highest price in the history of radio, but ranks third among all single station transactions. The top two: WDTV (TV) Pittsburgh for $9.75 million in 1954 and WPTZ (TV) Philadelphia for $8.5 million in 1953.*

Two other transfers boosted last week's dealings to the $8,208,000 level. WEAT-AM-TV West Palm Beach, Fla., was sold for $600,000; WBOW Terre Haute, Ind., for $108,000.

WNEW New York, which brought a then-record radio station price of $4 million-plus some 17 months ago, was sold last week for about 90% more, another record.

In a transaction that had been in negotiation for several weeks [CLOSED CIRCUIT, Feb. 25, *et seq.*], DuMont Broadcasting Corp. acquired the singularly successful independent for approximately $7.5 million in cash and DuMont stock.

Sellers are Richard D. Buckley, president and part owner of WNEW, who is taking DuMont stock for his 25% interest in the station and will continue as president of DuMont's new WNEW Div.; and J. D. Wrather Jr. and John L. Loeb, each of whom has 37.5% of WNEW and will be paid on a basis of 75% cash and 25% DuMont stock.

The transaction is subject to the customary FCC approval. Applications are expected to be filed with the Commission within about two weeks.

In taking his share of the purchase price in stock, Mr. Buckley will become the second largest single stockholder in DuMont Broadcasting, with approximately 10%. Paramount Pictures Corp., with 26.6%, is the largest. DuMont Broadcasting which owns WABD (TV) New York and WTTG (TV) Washington, was "spun off" from Allen B. DuMont Labs in the fall of 1955.

Mr. Buckley also will become a vice president and director of DuMont Broadcasting. No executive changes at WNEW are contemplated.

In announcing the sale, DuMont President Bernard Goodwin and WNEW President Buckley and Board Chairman Wrather voiced confidence that the combination of WNEW and WABD would result in a much stronger broadcasting operation in New York. They said they expected WABD and WTTG to become as successful in the independent tv field as WNEW is among radio independents. The fact that all WNEW stockholders are acquiring substantial stock interests in DuMont was seen as tangible evidence of their confidence in the WNEW-WABD-WTTG combination.

WNEW, a 50 kw operation on 1130 kc, has long been acknowledged as one of the country's leading independents. Mr. Goodwin said WABD was now operating in the black and that WTTG would move out of the red very shortly.

WNEW showed an earned surplus for the 12 months ending Jan. 31 of $352,870. Its balance sheet, submitted with a license renewal application to the FCC earlier this month, showed total assets of $3,457,932, of which $1,084,096 was listed as current assets. Current liabilities totaled $588,691. Listed as debts due within one year was $650,000 to Bankers Trust Co., $150,000 to officers' stock purchase agreements, $52,-121 to employes' stock purchase agreements, and $50,000 brokerage fees. Long term obligations included $550,000 due Bankers Trust Co. $461,750 officer trust agreement, $387,500 stockholder loans, and $25,000 brokerage fees.

The DuMont company, on the other hand, showed a deficit as of Dec. 29, 1956, of $1,559,639. The company's balance sheet filed with WABD's license renewal application to the FCC listed total assets of $6,099,-384, of which $1,045,802 was given as current assets. Current liabilities were shown as $3,256,901, plus a Bank of New York loan, due Feb. 15, 1957, of $500,000, and a loan from Allen B. DuMont Labs of $384,731.

The $7.5 million sale price—for which

THE BIGGEST radio station sale of all time: (l to r) Bernard Goodwin, president of DuMont Broadcasting; J. D. Wrather, WNEW board chairman, and Richard D. Buckley, WNEW president-general manager.

*WDTV (TV) was bought by Westinghouse Broadcasting Co. from DuMont Broadcasting, and call letters subsequently were changed to KDKA-TV.

WPTZ (TV) was bought by Westinghouse from Philco. Westinghouse in turn sold the station to NBC in the station swap involving WBC's KYW and WPTZ for NBC's WTAM and WNBK (TV) Cleveland plus $3 million. NBC changed the Philadelphia call letters to WRCV-AM-TV.

DuMont buys WNEW on "an even balance sheet basis," officials explained—exceeds by better than $3.4 million the $4,076,887.67 which Messrs. Buckley, Wrather and Loeb paid for WNEW when they bought it from Mr. Buckley and a group of his associates in October 1955 [B•T, Oct. 31, 1955]. Mr. Buckley and associates had acquired it in 1954 from the William S. Cherry interests for about $2.1 million.

The two latest WNEW transactions do not represent consecutive records for radio station sales. Between them stands the $5.3 million paid by Westinghouse Broadcasting Co., in buying WIND Chicago (560 kc, 5 kw, also independent) from Ralph L. Atlass and associates last summer [B•T, Sept. 3, 1956].

WNEW's acquisition by DuMont is subject to DuMont stockholder approval, but officials anticipate no problem on that score. It will be submitted to the regular meeting of stockholders on May 13. A majority vote is necessary for approval.

The purchase also involves the offering of approximately 300,000 additional shares of DuMont stock. Each current stockholder will be offered one new share for each three he now holds. There currently are about 900,000 shares outstanding.

Officials said Paramount, as largest single stockholder, not only endorsed the purchase but would buy its full quota

The stock offering will be underwritten by Kuhn, Loeb & Co. and Carl M. Loeb, Rhoades & Co. John Loeb, one of the present WNEW owners, is senior partner of Carl M. Loeb, Rhoades & Co.

When DuMont Broadcasting was formed in the 1955 "spin-off," officials said the company would "take steps to acquire or establish as many television and radio stations in important markets in the country as FCC will approve." Last week, following announcement of their first acquisition, they acknowldeged that they were interested in "further expansion," but said that at the moment they had no definite plans.

Mr. Wrather, young Texas and California industrialist (oil, real estate), has a grant for ch. 44 WJDW (TV) Boston. He owns 38.9% of Wrather-Alvarez Broadcasting Co., which owns KFMB-AM-TV (ch. 8) San Diego, holds a grant for ch. 13 KYAT (TV) Yuma, Ariz., and is paying $2.15 million for ch. 10 KERO-TV Bakersfield, Calif. [B•T, March 18]. Mr. Wrather also owns the *Lassie* and *Lone Ranger* series.

$600,000 for WEAT-AM-TV

FCC APPROVAL was sought last week for the $600,000, plus obligations, purchase of

ADVERTISERS & AGENCIES

DICHTER UNVEILS NEW METHOD TO PRE-TEST TV COMMERCIALS

- **Its name's a mouthful: Motivating Response Patterns**
- **It measures how people feel about tv advertisements**
- **Its advocates think it supersedes older techniques**

TELEVISION commercial research to date has been a million dollar dud.

That's the impression Dr. Ernest Dichter, president of the Institute for Motivational Research, left with members of the American Marketing Assn. last week as his organization unveiled its new testing service, Motivating Response Patterns.

Speaking before two separate AMA luncheon sessions—the first on Tuesday at Chicago's Carson, Pirie, Scott & Co. department store, the second on Thursday at New York's Hotel Biltmore—Dr. Dichter and his colleagues not only hailed MRP as the first effective means of pre-testing television commercials, but also said that most of the methods employed over the past decade were "unreliable" and "misleading."

DR. DICHTER

Describing MRP as "the end result of a 20-year search for a pattern of response that motivates marketing behavior," Dr. Dichter told AMA members that his institute's theory "combined the statistical approach to research with that of practical experience."

Albert Shepard, executive vice president of the Croton, N. Y., research organization, told how MRP could best serve the advertiser and his agency in bettering tv commercials.

Mr. Shepard first traced the history of MRP's development and noted that it combined Dr. Dichter's studies at both CBS and J. Sterling Getschell Adv. with test runs on 117 tv commercials submitted by 29 advertisers (the latter over the past six months). Some 200,000 men, women and children were exposed to commercials of 700 brands. He said that "while we do not yet have all the answers," the institute feels safe enough to challenge traditional research theories.

"The past studies on behavior, such as 'like-dislike' or 'recognition-recall' were incomplete and often misleading," Mr. Shepard said. "For example, is it reliable to base a commercial's effectiveness on the fact that a consumer buys product 'A' over product 'B'? No, because you must first know why the consumer has picked brand 'A'." (This is the basis of motivation research: to find out why they buy what they buy.)

Mr. Shepard noted that "recognition and recall of an advertising slogan does not insure the translation of this slogan into sales effectiveness." He cited several well-known slogans, among them "what'll you have?" and noted that while 9 out of 19 people will immediately chant "Pabst Blue Ribbon Beer," this method "has not solved Mr. [Marshall S.] Lachner's problems, nor that of Leo Burnett." (Mr. Shepard was referring to the current solicitations by a number of agencies for the Pabst account now serviced by Burnett. Mr. Lachner is Pabst Brewing Co.'s president.)

He went on to describe the "like-dislike" method of testing as "unreliable." By asking people what they liked or disliked about a certain commercial without stopping to ask why, Mr. Shepard continued, "you are listening to the critics—the people who judge a commercial on the basis that it is a commercial, and these people represent a narrow and biased sample of maybe only 15%. The other 85% judge the commercial emotionally, perhaps unreasonably, but they, and not the critics, represent the consumers."

"Some commercials," Mr. Shepard said, "are like a blindfolded salesman talking to a gagged customer." The salesman cannot look through the tv screen and judge the effectiveness of his talk, and the viewer cannot tell the television salesman what she thinks of his commercial. He cited as an example the anxiety expressed in the agencies servicing the Revlon account in the early days of *The $64,000 Question*.

"Those boys," Mr. Shepard recalled, "were terribly worried about the fluffs Hal March made when he delivered the very first commercials. They were afraid that in fluffing, March may have left out several important sales points. But when we checked the audience, we found the people were delighted with the show's spontaneity, with its almost casual approach to the commercials." He added, "Perhaps the agencies ought to write in a few more fluffs in their tv commercials."

Another "erroneous concept" hit by Mr. Shepard was the inclination of some agencies to judge the commercial's impact by the reaction of its various sales points on the test viewer. "Tv commercials must be judged as a whole," he said, "for the total impression may be more—or less—than the sum of its parts."

Accept or Reject

As an example, he cited a Philip Morris cigarette film commercial which showed a farmer astride his tractor, stopping to pull out a Philip Morris. "Now the viewer was ready to accept this," Mr. Shepard explained, "until a woman's hand popped out of the side of the screen, lighting the man's cigarette, and this gave way to the announcer."

The abruptness of the juxtaposition, he noted, "jarred" most viewers. Instead of accepting the commercial, he said, "they would now reject it, criticize it by saying, for instance, 'Bet that announcer got his shoes pretty muddy out on that farm.' "

The next point raised by Mr. Shepard was

WEAT-AM-TV West Palm Beach, Fla., by Palm Beach Tv Inc. from RKO Teleradio Pictures Inc. Palm Beach principals and Rand Broadcasting Co. (Rex Rand), 80%, and Bertram Lebhar Jr., general manager of the station, 20%.

Mr. Lebhar became WEAT-AM-TV general manager last fall and at that time secured an option to purchase the stations, which he has assigned to Palm Beach Tv. He has an option to purchase an additional 5% of the stock from Mr. Rand.

In addition to the $600,000 purchase price, Palm Beach will pay all losses incurred by WEAT-AM-TV from Oct. 1, 1956, to closing date of sale and will pay the cost of all equipment purchased during that period. The contract calls for RKO to retain all current assets and liabilities when the sale is consummated.

Mr. Rand owns WINZ and 20% of cp for ch. 33 WMFL (TV), both Miami, and is applicant for a new am in Tampa, Fla. RKO owns the Mutual Broadcasting System, Yankee and Don Lee networks, WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis and has purchased WGMS-AM-FM Washington, subject of a protest hearing. RKO purchased WEAT-AM-TV in July 1955 from Robert Meachem interests for $301,000 [B•T, Aug. 1, 1955].

The WEAT-AM-TV balance sheet, as of Dec. 31, 1956, showed current assets of $67,498, total assets $413,470, current liabilities $485,338, with net loss of $71,868. The Rand Bcstg. balance sheet for the same date listed current assets of $152,772, total assets $321,031, total liabilities $162,385 and net worth of $158,646. Ch. 12 WEAT-TV is affiliated with ABC and CBS. NBC-affiliated WEAT is on 850 kc with 1 kw.

R. C. Crisler, station broker of Cincinnati, handled the sale.

$108,000 for WBOW

THE PURCHASE of WBOW Terre Haute, Ind., by a group of Chicago businessmen, headed by Jerome W. O'Connor, for $108,000 was announced last week. The O'Connor group is buying the 250 w NBC affiliate (1230 kc) from Banks of the Wabash Inc., whose president is Alvin Eades.

Mr. O'Connor, Chicago radio and tv announcer, owns a small tv film firm, WPFA Pensacola, Fla., and 50% of KLEE Ottumwa, Iowa. WBOW went on the air in 1927 as WRPI. The call letters were changed in 1929 when it was taken over by the present owners. Haskell Bloomberg, Lowell, Mass., business broker, negotiated the sale.

that while the test audience sees the commercial as one commercial, "the mass viewer sees 100—sees the commercial within the changing climate of other commercials of your brand, competitive commercials, all other tv commercials and program mood." He added, "Then, too, many commercials don't tell you what you're supposed to do after being 'sold'."

Motivation Research Pattern testing, he asserted, has changed all this. MRP consists of a battery of seven different tests. To begin with, a group of viewers, selected by such characteristics as sex, age and buying habits, are placed in the institute's "living laboratory," a realistic living room designed for family viewing in a home-like atmosphere. Then, they are not merely given a series of commercials to watch, but whole programs, in which the commercials are placed. This is to insure the proper reaction, similar to that in the home.

The first two tests ask the viewer to answer himself on the following: "Is this commercial addressed to me? Is it reading my mind?"; then to describe his emotional reactions: "I felt as if I were participating" or "it makes me want to buy the product." Mr. Shepard noted: "We want to know how the commercial affects the viewer, not what he thinks about it."

Tests three and four ask the viewer what he remembered seeing in the commercial, then, separately, what he remembers hearing. "If the two don't mesh," Mr. Shepard said, "then something needs fixing." The fifth and sixth tests in effect place the viewer in the role of an advertising executive trying to decide the frequency of commercial repetition. "That is to say," Mr. Shepard noted, "given 30 commercials, how would you space them over a year's time; how frequently would you show them, repeat them, and in what groups or cycles?"

In the last test, hidden cameras are pointed at the audience to record their reaction, their facial expressions, movements and the like during the run of a commercial. This film is then played back in synchronization with the actual commercial, so that the testers can spot at a glance how any segment of a commercial—or the whole—strikes the viewer.

Harry Wayne McMahan, formerly on the creative plans board of McCann-Erickson and an independent tv film commercial producer, now a tv consultant, told the group that initial reaction by tv copywriters has been "overwhelming." He said, "They look to MRP as the best first valid research tool in years, one that will break the barrier between research and creativity in the agency."

BBDO and its client, Wildroot Co. (hair tonic), Buffalo, have signed up for MRP, as have "nine others." Dr. Dichter told B•T.

Dairy Assn. Raises Radio, Tv Ad Budget

AMERICAN Dairy Assn. will increase its consumer non-brand advertising program by $400,000 this year, with network radio-tv getting well over half of an approved $5,170,000 budget.

The association voted to sponsor CBS-TV's *I Love Lucy* on alternate weeks starting in September (Gold Seal Co. [glass Wax], Bismarck, N. D., reportedly is set to buy the other half) and to buy a series of spot announcements on NBC Radio on an in-and-out 52-week basis. Agency for both accounts is Campbell-Mithun Inc.

Another network tv property may be purchased later in the year. Spot radio-tv also is being considered, although no plans are set at this time. Delegates approved the advertising program at American Dairy Assn.'s 18th annual meeting in Chicago last week. After recommendations were approved earlier by its executive committee. National newspapers and magazines also will be utilized.

The 1958 consumer advertising program is expected to run even higher than $5 million, according to Martin J. Framberger, general manager of American Dairy.

Campbell-Mithun has an option to buy selected showings of *I Love Lucy* films over recent years at a day and time still to be announced by CBS-TV. Purchase comes after the decision to drop quarter-hour sponsorship of ABC-TV's *Disneyland* after three years, effective Sept. 4, because of "increased production costs" and claims the "audience is now dominated by children while the association's advertising effort is directed primarily at adults." Cost of *Disneyland* to American Dairy during the 1956-57 season was understood to run about $2.8 million.

Aside from the *Disneyland* show, the association's other main activity was in print media with overall budget in excess of $4.5 million. The organization also was authorized "to find one or more new television properties," with *I Love Lucy* as a starter, although actual buys were not revealed.

"Network spot radio" plans actually call for participations and station breaks totaling a maximum of 15 minutes per week, over one-to-two-week periods, 26 out of 52 weeks during the 1957-58 season. They will be selected in the 10 a.m.-3 p.m. time slot, although identity of the networks and actual buys have not been finalized.

Simoniz Signs with CBS Radio To Sponsor Seven New Shows

SIMONIZ Co., Chicago, has created a "unique buy" on CBS Radio with a purchase grossing the network approximately $700,000, it was announced Wednesday by John Karol, vice president in charge of network sales, CBS Radio.

In the contract, which becomes effective March 28, Simoniz will make use of the double advantages of CBS Radio's weekend and nighttime programming, with sponsorship of nine five-minute shows Thursday and Friday nights and throughout the day on Saturdays, Mr. Karol said.

The programs are *News Analysis With Eric Sevareid* and *George Herman and the News* on Thursday and Friday nights; two CBS sports programs, Saturdays at 12:55-1 p.m. EST, and 5-5:05 p.m. EST; and three Saturday CBS news programs, including *Dallas Townsend and the News* at 11-11:05 a.m. EST, *Ned Calmer and the News* at 2-2:05 p.m. EST, and *Wells Church and the News* at 6-6:05 p.m. EST. Agency for Simoniz is Young & Rubicam, Chicago.

WESTERN AD AGENCY MEET FOCUSES ON THREE ADVERTISING PROBLEMS

THREE of advertising's most important problems—ethics, consumer acceptance and agency compensation—got a thorough going over Monday at a dinner meeting of the Western States Advertising Agencies Assn., in Los Angeles.

Chosen to speak on ethics was Dr. Edward C. Rosenow Jr., past president of the Los Angeles County Medical Assn. He was selected, according to Ray Gage, past president of WSAAA, program chairman, because no advertising man could believe completely in the ethics of any of his fellows. Dr. Rosenow pointed out that the medical profession had had a little more experience with ethics than advertising, medicine's code dating back to Hippocrates.

Whereas most business codes seem designed chiefly to protect the businessman against unfair competition, Dr. Rosenow said, the medical code is more of a set of standards by which the physician can measure his own professional behavior and is designed entirely for the protection of the patients. He admitted under questioning that the problems of advertising and medicine are somewhat different, inasmuch as the advertiser is going out seeking customers and inviting them to buy, whereas the doctor, forbidden by ethics from advertising, is called by his patients when they feel the need for his services.

Dave Fenwick, vice president and creative director of Elwood J. Robinson & Co., Los Angeles, declared that advertising has done a great job in securing public acceptance for the goods and services of countless advertisers but a very poor job in securing public acceptance for advertising itself.

The Public's Attitude

"The public assumes that advertising *per se* is questionable, if not actually evil," he stated, pointing out that in addressing nine public meetings recently, he found no one who knew that Smokey the Bear was a creation of advertising, no one who realized that advertising men were giving them time and talent freely for public service campaigns such as those put on by the Advertising Council, no one who remembered that the Better Business Bureau idea was a conception of advertising.

Mr. Fenwick urged that advertising undertake to advertise itself, noting that the Stock Exchange by its own advertising and that of its member companies had managed to remove the bad connotations of the term "Wall Street" that previously were so closely associated with it. Yet, he said, "advertising has no public relations council. BBDO has not done for itself or for advertising the same kind of a job that Merrill Lynch, Pierce, Fenner & Beane has done for itself and for the Stock Exchange."

Where the other speakers talked informally, Paul Jordan, vice president and general manager of Hixson & Jorgensen Advertising, read his remarks on the commission method of agency compensation, reporting that as member of the Southern California Council of the AAAA he had been advised that his words on this topic must be cleared by legal counsel before delivery.

He traced the history of the commission method and emphasized that the word method, implying flexibility and the possibility of change as desired, was the one he wanted to use rather than system, with its connotation of fixed rigidity. Mr. Jordan noted that in the final analysis it's up to the media to decide "to whom they will allow commission, if any, under what circumstances, how much they will allow and what their rates should be."

In return for the commissions, he said, agencies render many services to media. "Agencies develop new business for media, developing new advertisers and helping them to grow. . . . Agencies also reduce mortality among advertisers, among the medium's customers. Studies show that agency-placed advertising has been more consistent, more regular, continued longer and grew faster as compared to that placed by advertisers directly. . . ."

"But the agency's great service to media," Mr. Jordan stated, "and to all advertising, is its dedication to successful creative work —the overruling idea of creating advertising that sells. . . . The agency serves and works with all media, but is neutral among them. It recommends whatever media are most likely to make advertising succeed."

Cross, Bergmann, Martell Become VP's at Grey Adv.

THREE EXECUTIVES—Christopher Cross, Howard L. Bergmann and Richard J. Martell—have been appointed vice presidents by Grey Adv. Agency, New York, it was anounced Thursday by Lawrence Valenstein, chairman of the board.

Mr. Cross, director of the agency's publicity-promotion department, joined Grey in 1954 and was formerly with Kenyon & Eckhardt, British Broadcasting Corp. and Mutual.

Mr. Bergmann, director of the sales promotion department, went to Grey in March 1956 from *Seventeen* magazine. Before that he was sales promotion director of the Lily-Tulip Cup Corp.

Mr. Martell, account executive at Grey, started at the agency in 1951 with a background in retail advertising and marketing.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

March 26 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv.

March 27 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors and agencies.

March 31 (8-9:30 p.m.) Rodgers and Hammerstein's "Cinderella," special show with Julie Andrews, Pepsi-Cola Co. and Shulton Inc., both through Kenyon & Eckhardt.

April 3 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors and agencies.

NBC-TV

March 25 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson & Son through Needham, Louis & Brorby and Mennen Co. through Grey Adv.

March 25-29 (1:30-2:30 p.m.) *Club 60,* cooperating sponsors and agencies.

March 25-29 (3-4 p.m.) *Matinee Theatre,* participating sponsors and agencies.

March 25 (8-8:30 p.m.) *Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates & Co. and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

March 26 (10:30-11 p.m.) *Hold That Note,* Lanolin Plus through Russel M. Seeds (also April 2).

March 27 (7:30-7:45 p.m.) *Xavier Cugat Show,* sustaining (also March 29, April 3).

March 27 (8:30-9 p.m.) *Masquerade Party,* Assoc. Products through Grey Adv. (also April 3).

March 27 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also April 3).

March 28 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. through J. Walter Thompson Co.

March 29 (10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis & Brorby.

March 30 (8-9 p.m.) *Perry Como Show,* participating sponsors and agencies.

March 31 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

April 1 (8-9:30 p.m.) *Producers' Showcase,* "The Great Sebastians," with Alfred Lunt and Lynn Fontanne, RCA-Whirpool-Seeger through Kenyon & Eckhardt and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

ABC Signs With Boxing Club To Continue Bouts on Radio-Tv

ABC and the International Boxing Club last week signed an agreement to continue *Wednesday Night Fights* on ABC-TV and ABC Radio (Wed., 10 p.m. EST to conclusion) for two years effective June 1. Total program, time and rights to the boxing bouts were estimated to cost nearly $10 million.

Oliver Treyz, vice president in charge of ABC-TV, announced that the Mennen Co., Morristown, N. J., through McCann-Erickson, New York, has signed to co-sponsor the bouts over ABC-TV for another 52 weeks beginning June 1. He added that Pabst Brewing Co. has not renewed its co-sponsorship and indicated that a major cigarette company might sponsor the bouts along with Mennen. The ABC Radio broadcasts are offered for local cooperative sponsorship.

Lester M. Malitz, vice president of the Leo Burnett Co., New York, has resigned from the agency, effective June 1, to produce *Wednesday Night Fights*.

An IBC spokesman voiced the belief that the recent Federal court decision calling the IBC "a monopoly" was not likely to have any effect on the telecasts, except for those of championship bouts. He noted that the decision dealt solely with the promotion of championship bouts and added that further comment would be forthcoming when the court hands down its decree.

Lever, P&G Pay $6.5 Million For Daytime Berths on NBC-TV

LEVER BROS., New York, and Procter & Gamble, Cincinnati, have signed a 52-week advertising schedule totaling $6.5 million in gross billings on four NBC-TV daytime programs, William R. Goodheart Jr., vice president, NBC-TV network sales, announced last week.

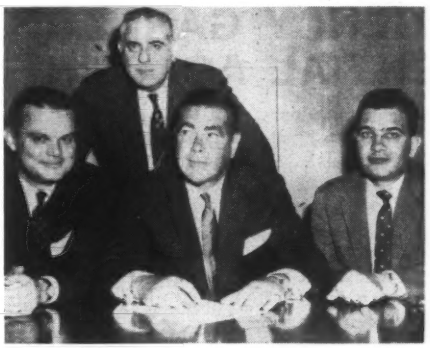
Lever Bros. (Wisk), through BBDO, New York, has ordered the second quarter hour of *Truth Or Consequences* (Mon.-Fri., 11:30-noon EST) on Wednesday and Friday; the first quarter hour of *Comedy Time* (Mon.-Fri., 5-5:30 p.m. EST) on Wednesday, and the first segment of *The Price Is Right* on Friday. The Wednesday sponsorships will begin May 1 and the Friday sponsorships May 3.

P&G, through Dancer-Fitzgerald-Sample, New York, will advertise Lava soap and Dreft on four 15-minute segments each week of *Tic Tac Dough* (Mon.-Fri., noon-12:30 p.m. EST). The schedule starts the week of April 1.

Evinrude Motors Signs First For ABC-TV's 'Film Theatre'

EVINRUDE Motors, a division of Outboard, Marien & Mfg. Co., Milwaukee, is the first sponsor to sign for ABC-TV's *Hollywood Film Theatre*, Harold Wettersten, Central Division sales manager of the ABC Television Network, announced Thursday.

Hollywood Film Theatre, with American feature films shown for the first time on a network feed basis, has its premiere Sunday, April 7, 7:30-9 p.m. EST.



AGREEMENT to continue *Wednesday Night Fights* is signed by officials of ABC-TV and IBC. L to r: Oliver Treyz, the network's vice president for television; Lester Malitz, the show's producer; James D. Norris, IBC president, and Leonard V. Colson, advertising director for the Mennen Co., co-sponsor.

Evinrude will sponsor one participation a week starting April 7 through Cramer-Krasselt Co., Milwaukee. Initial *Hollywood Film Theatre* offering is to be "Rachel and the Stranger," starring Loretta Young, William Holden and Robert Mitchum. Film is the first of 26 acquired from RKO to be shown.

Radio-Tv Figure for First Time In Eagle Pencil Campaign Plan

EAGLE PENCIL CO., New York, has allocated a half-million dollars to advertise its pencils, marking the largest campaign in the history of the 101-year-old company. Television and radio on a limited basis will be used.

The firm is mailing a complete merchandising kit which features its slogan "Eagle is on the move" to its dealers. The 1957 advertising schedule is considered to be the biggest ever in the wooden lead pencil industry. Aside from print media, Eagle will enter television for the first time in market tests in Hartford, Conn., and Portland, Ore., via the CBS spot tv test program.

Eagle also is using radio for the first time this year with 20-second and one-minute spots for Mirado, its top selling brand, in New York City on the following shows: Jack Sterling on WCBS; Bill Cullen, WRCA; George Skinner, WABC, and Ted Brown on WMGM. BBDO New York, is agency for Eagle.

New Sponsors, Renewals Total $420,000 for ABC Radio Sales

FOUR new sponsors and renewals from three other advertisers, covering $420,000 in contracts, were announced Wednesday by George Comtois, vice president in charge of sales for the ABC Radio network.

Newly signed sponsors:

Asco Electronics Inc. for *Don McNeill's Breakfast Club*, five-minute segments on Thursday morning starting April 25 and Tuesday morning effective May 21. Jerome O'Leary Adv., Boston, placed account.

Dixie Cup Co., Easton, Pa., for *Breakfast Club*, five-minute segments on Wednesday morning, starting April 24 through Hicks & Greist, New York.

Fred Fear Easter Egg Color Co., Brooklyn, also for *Breakfast Club*, Tuesday, April 16 and Wednesday, April 17, both five-minute spots, through Ted Bernstein Assoc.

Good Housekeeping of New York for *When A Girl Marries*, five-minute segments on Tuesday, Wednesday, Thursday and Friday effective March 19. Grey Adv. placed account.

Renewals for *Breakfast Club* included Drackett Co., Cincinnati, Thursday and Friday, five minutes each, in behalf of Twinkle, effective April 4, through Ralph H. Jones Co., Cincinnati. General Foods Corp., White Plains, five minutes, Monday through Friday in behalf of Post Cereals, a 52-week renewal starting April 1. Agency is Benton & Bowles, New York. Sandura Co., Philadelphia, five-minute segment on Tuesday, effective April 8, through Hicks & Greist.

Buick Signs With ABC-TV For New Half-hour Show

AUTOMOTIVE business became an ever larger factor in ABC-TV program plans for next season, as the Buick Div. of General Motors Corp. last week picked up an alternate-week sponsorship of a new program that will go into the Friday, 8:30-9 p.m. EST period.

By its contract with ABC-TV, Buick joins Dodge, Plymouth and sister Chevrolet (dealers) on the ABC-TV automotive roster. Actually, Chevrolet now is in the Friday half-hour in which Buick will park every other week in the fall. Current show there is *Crossroads* for which no plans have been announced. Chevrolet switches next season to sponsorship of a half-hour Pat Boone show, probably on Thursday night.

New Trucks to Be Introduced On Network Radio, C-C Video

INTERNATIONAL Harvester Co., Chicago, will celebrate the 50th anniversary April 4 of its trucks division and the introduction of the 1957 "Anniversary Line" of international trucks via network radio and closed circuit television.

For its first network purchase of any kind since sponsoring "The Halls of Ivy" (with Ronald Colman and Benita Hume) on NBC-TV in 1955, IH will present a 55-minute "Radio Spectacular" on NBC Radio, 9:05-10 p.m. EST. The "Golden Anniversary Party" will be carried on the full NBC Radio network (linking 186 markets) and will feature Alfred Drake, Mimi Benzell, The Ray Charles Singers and The Harry Sosnik Orchestra.

Earlier that day, the advertiser will stage a 52-city closed circuit telecast from Chicago via the facilities of TelePrompTer Corp., New York. More than 14,000 viewers —including dealers, IH executives and salesmen—are expected to see the unveiling of the new "a-line." Both radio and closed circuit programs are being serviced by Young & Rubicam, International's agency.

NEW McCLINTON AGENCY GARNERS $6 MILLION PRUDENTIAL ACCOUNT

PRUDENTIAL INSURANCE Co. of America, Newark, N. J., last week announced the resignation of Calkins & Holden, New York, as agency for its $6 million account, and the subsequent appointment, effective May 15, of the newly-formed Reach, McClinton & Co., New York. C&H had serviced the account for seven years.

The shift followed by only 48 hours the reorganization of the old Reach, Yates & Mattoon agency, whereby H. L. (Hay) McClinton, former C&H president, becomes president of the new agency [AT DEADLINE, March 18].

Moving with the Prudential account (now billing $5 million, with an additional $1 million set aside for the 1957-58 fiscal year) will be The Berlitz School of Languages of America Inc. (billing over $100,000 annually, some of it in radio spot) and three of the agency's executives: Robert W. Robb, vice president and account supervisor on one of the world's biggest ($8.2 billion in new policies for 1956 alone) underwriting firms; Tom Crolius, Prudential account executive, and Philip M. White, vice president and manager of C&H's Chicago office, who probably will open and head Reach, McClinton & Co.'s new office in that city. Marce Mayhew, art director on the Prudential account, also is moving to Reach, McClinton.

Though Calkins & Holden officials were certain that no other accounts would move (just as they had been certain Prudential would stay), there also were rumors that the $2 million Boeing Airplane Co. account (also serviced by Mr. Robb) would possibly join the exodus, and that there was a "chance" that the $1 million New York Stock Exchange account (which is actively being sought by a number of other agencies) might also leave Calkins & Holden. (However, because of the recent "affiliation" between Boeing's local Seattle agency, Frederick E. Baker & Assoc., whereby that agency has purchased a minority stock interest in C&H [B•T, March 18], a move by Boeing to RM remains a slight possibility).

The realignment in agencies will "definitely not affect" Prudential's media strategy for the 1957-58 season, according to Mr. Crolius. "Everything," he emphazied, "will stand as is—the CBS-TV *You are There*, *Air Power* and *Twentieth Century* series—as well as the plans to enlarge our tv expenditures next season." Prudential's broadcast plans had just been firmed up when the "Rock" started to roll [B•T, March 18].

To Calkins & Holden, the move came as a "complete shock." Only two weeks ago, Board Chairman J. Sherwood Smith had said that "Prudential was as solid as the rock it represents." Mr. Crolius amplified his former boss' statement by saying, "No one here—perhaps outside of Robb and myself—knew of what was going on, and we weren't even sure ourselves." Mr. Smith also was surprised because "Mr. McClinton never had anything to do with servicing the account," a statement challenged by Henry M. Kennedy, executive director of Prudential advertising and public relations. Mr. Kennedy noted that "so far as we were concerned, McClinton was the top man on the account. He had directed the successful advertising program and he was most intimately connected with our television plans. It was for that reason that we looked to him as the chief architect of our strategy."

(In a sense, both are right. Although Mr. Robb was the account supervisor on record, under C&H operating procedures, each of the agency's four senior partners—J. S. Smith, Michael E. Carlock, Paul Smith and Hay McClinton—was in charge of one or more accounts on a policy level. Prudential was in Mr. McClinton's sphere of operation.)

Mr. McClinton's name and that of Prudential have been linked ever since the day in 1950 when the former resigned as vice president of N. W. Ayer & Son to team up with Mike Carlock, then Prudential account executive at Benton & Bowles, to form the nucleus of Carlock, McClinton & Smith. (Paul Smith had been head of his own agency). Hay McClinton had been a college friend of Carrol M. Shanks, Prudential's president, at the U. of Washington—a close relationship which has lasted to this day. After Carlock, McClinton & Smith merged with Calkins & Holden, also in 1950, one of the first accounts to join that agency was Prudential. (When the name Calkins & Holden, Carlock, McClinton & Smith Inc. proved unwieldy, the principals agreed, four years later, to drop the last three names).

Prudential—whose Gibraltar trademark was formulated in 1896 by J. Walter Thompson—had been serviced by numerous other agencies, among them, Cecil & Presbrey and Benton & Bowles. It left B&B in 1950 for C&HCM&S over a disagreement in service charge billing, but its reasons now for leaving are not as clear. And Prudential's Mr. Kennedy did not wish to detail them.

"We knew of Hay's situation up at Calkins & Holden," Mr. Kennedy reported Wednesday, "and knew of his desire to continue working with us. But we didn't know his plans at the time he left and neither, frankly, did he." Asked if Mr. McClinton had made a "pitch" for the account, Mr. Kennedy said, "No, the decision to leave Calkins & Holden was strictly ours and unprompted by what Mr. McClinton may have discussed with Mr. Shanks during his last days at the old agency."

For Reach, McClinton & Co., which currently bills in the neighborhood of $8 million, the gain of Prudential and Berlitz and their combined $6.1 million, will take it beyond $14 million billings annually. Last year, Reach, Yates & Mattoon caught the industry's attention when it captured the International Latex account. For Calkins & Holden, billing a total of $15.5 million, the loss of Prudential and Berlitz will take it below the $10 million mark. Among its remaining "big accounts" are Gulf Oil Corp., C. F. Mueller Macaroni, the New York Stock Exchange, Boeing and Eastman Chemical Corp.

Pabst Expected to Decide Burnett Status This Week

DECISION by Pabst Brewing Co. is expected by week's end on whether it will retain Leo Burnett Co. as agency for its $7-8 million advertising account.

Pabst reportedly heard presentations last week by Henri, Hurst & McDonald Inc., with Lennen & Newell and Geyer Adv. on this week's agenda. Over half dozen agencies are actively seeking the account, according to Richard H. Hehman, Pabst marketing director, although the brewing company did not itself actively solicit presentations [B•T, March 11].

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,378,000 people in the U. S. over 12 years of age during the week March 10-16. This is how they spent their time:*

71.3% (87,256,000) spent	1,854.7 million hours	WATCHING TELEVISION
57.5% (70,367,000) spent	985.6 million hours	LISTENING TO RADIO
80.1% (98,025,000) spent	382.5 million hours	READING NEWSPAPERS
30.2% (36,958,000) spent	159.7 million hours	READING MAGAZINES
25.4% (31,084,000) spent	276.3 million hours	WATCHING MOVIES ON TV
24.0% (29,405,000) spent	125.0 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co.

*** All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.**

Dominance

market figure after market figure in the rich Richmond TV area

15.6% FOOD DOMINANCE

WXEX-TV	$230,866,000	100%
Station B	$199,661,000	86.2%
Station C	$199,700,000	86.5%

20.2% DRUG* DOMINANCE

WXEX-TV	$12,205,000	100%
Station B	$10,130,000	83%
Station C	$10,155,000	83.3%

*Cosmetics, toiletries, packaged medications

21.8% AUTO* DOMINANCE

WXEX-TV	$170,145,000	100%
Station B	$139,070,000	81.7%
Station C	$139,691,000	82.1%

*Automobiles, tires, batteries, accessories

23.4% Gas-Oil* DOMINANCE

WXEX-TV	$73,806,000	100%
Station B	$59,529,000	80.7%
Station C	$59,812,000	81%

*Gas, oil, lubricants

All figures represent Grade B area coverage

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

TO: OUR CLIENT WBRE-TV

Your Not Seventeen ads have been unusually attractive . . . your animal tie-in to the Seventeen County Coverage theme . . . terrific. But . . . just for the fun of it I'd like to make a few minor changes.

DOUG BROWN, Sales Representative
Headley-Reed Company

RATE CARD

WE NEVER CUT OUR RATE CARD...TRUE WE'VE GNAWED A BIT

HOW ABOUT THESE "RABBIT EARS"

IN YOUR CASE, WE MIGHT STRETCH A POINT

DON'T SEND LETTERS-SEND ORDERS SELLLLLLL!

I'M TOO POOR TO BE IN TV!

WE SOLD OUR STATION EARLY IN THE GAME FOR CAPITAL GAIN

WE LIVE IN A SHADOW AREA

SOMETIMES WE BITE OFF MORE THAN WE CAN CHEW

ACCORDING TO OUR RECENT MONITOR THE COMPETITION DOUBLE SPOTS!

NOT SEVENTEEN...
18
National and Regional Advertisers are now getting WBRE—TV'S 17 COUNTY COVERAGE
As a Basic NBC-TV Station, you know of course, that WBRE-TV carries every NBC Network show to this big 17 County area comprised of office, factory, mining, industrial and agricultural wage earners. But, look at this list of eighteen consistent regional and national "show sponsors" during the past 12-months and you'll get some idea why WBRE-TV is your best buy in Northeastern Pennsylvania:
"Stage 7". . . Chef Boy ArDee; "Man Called X". . . Stegmaier Beer; "Golden Playhouse". . . Esso Standard Oil Co.; "Guy Lombardo". . . Wise Potato Chips; "Badge 714". . . National Bohemian Beer and Top Value Trading Stamps; "Susie". . . Susquehanna Frozen Foods and Savarin Coffee; "Science Fiction Theatre". . . LaRosa Spaghetti and Gentleman Janitor; "Dr. Hudson's Secret Journal". . . Wilson Packing Co.; "Highway Patrol". . . Ballantine Beer; "I Spy". . . Raker Paint Co., "Crunch and Des". . . Utica Club Beer; "Stars of Grand Ol Opry". . . Pillsbury Mills; "Heart of the City". . . Betterhouse, Inc.; "Little Rascals". . . Bosco and Clark Bars.
AN NBC BASIC BUY : National Representative : The Headley-Reed Co.
Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON
WBRE
TV Channel 28
WILKES-BARRE, PA.

P.S. How do you like this for a "blue pencil" job? If you can't read it tell Doug or me . . . we'll send you a copy of the original.

DAVID M. BALTIMORE
Manager WBRE-TV

MEDIA VIE FOR TEEN-AGERS' TIME

THE American "teen-ager," often the most damned, also seems to be the most sought-after.

In fact, the various media are so much in hot pursuit that their attempts to prove teen-agers prefer radio over television, or television over radio, or newspapers over *both* radio and television, are assuming all the proportions of what some industry people call "a rating rat-race."

Several years ago, when Cunningham & Walsh's "Videotown" survey reported a marked decline in teen-age televiewing, several motion picture journals, backed up with George Gallup's statistics, attempted to prove that the teen-agers simply had taken a "stroll" from tv into the neighborhood movie house. Hollywood still claims "we've got the teen-ager" and has stepped up production of films designed expressly for "rock 'n' rollers"—the "teen" group.

Now, Eugene Gilbert & Co., youth research organization, has come up with statistics that impressed both Radio Advertising Bureau, the Bureau of Advertising, and the American Newspaper Publishers Assn. —but for totally different reasons.

Television Bureau of Advertising, on the other hand, was left cold by the Gilbert report, which said, among other things, that "television seldom keeps teen-agers indoors."

TvB instead retained Pulse Inc. which found that the kids spent far less time with newspapers than anyone hitherto supposed and that they are really "television's most loyal fans."

RAB's Sherril Taylor said last week that "boys like girls at least as much as they like football, hot rods, and fishing . . . girls like boys . . . but both like—and listen extensively to—radio." He explains that radio advertisers have learned that the unbeatable combination which makes for top sales in the teen-age market is "to dispatch it by radio along with a generous portion of pop music, news, weather reports and even time signals (as ridiculous as this may seem to parents)." He cited statistics showing that in metropolitan markets where tv ownership is highest, nearly 80% of teen-age girls own personal radios, and "spend more time listening to radio (nearly 2.5 hours a day) than they spend on the telephone."

He went on to quote the Gilbert study, which says that teen-agers "consider the radio receiver even a more important automobile accessory than fenders or tops . . . and many youngsters, with school grades to sustain the proposition, contend that they study to the accompaniment of radio programming." Also backing RAB's contention is something called "The Student Market Index" which notes nearly 8 percent of the 7 million male high school students own cars, "in itself," noted RAB, "a sizable radio audience." Then there is Motivational Publications Inc., which states "they remain ardent radio fans . . . and are less ardent tv fans than any other group." TvB challenges this statement when it declares that of the 57.2 per cent of teen-agers who read newspapers, 75.5 percent of these watch tv, and spend six times the time with tv that they do with newspapers. But Motivational Publications Inc. goes on to put a well-placed finger on what the champions of radio regard as the prime factor in the listening v. seeing battle. "Radio," says Motivational Publications, "gives them the music they feel to be uniquely theirs, a form of entertainment which, unlike tv, demands rather than deters physical activity (i.e., dancing). It is like a thread which the teen-agers use to weave themselves a social life which is distinctly their own. It follows, then, that radio remains an enormously effective medium for reaching the teen-age market."

Other Support Cited

Others cited by RAB in support of its thesis: *Scholastic Magazine's* 1956 Youth Market Consumer Survey and Advertest Research Study for 1955—85 percent of all high-school students own their own radios, 35 percent of all metropolitan teen-agers prefer radio, while 11 percent like newspapers and 8 percent magazines; Chrysler Events Forum—43 percent of its teen-age sample get more information from radio than it does from either television, newspapers and magazines; College Radio Corp. —87 percent of all U. S. college students have radios in their dormitory or fraternity house rooms.

TvB's sales development director, George Huntington, reported that unlike RAB's and ANPA's Gilbert Survey, which asked its questions on a preferential basis ("what do you like best?"), his organization's Pulse survey used the "association-recall" method of reconstructing the previous day's activities (similar to Pulse's techniques of arriving at rating data). TvB's reports indicated that during the course of a seven-day week, 65 percent of all the people sampled (men, women, children) read newspapers, but 57.2 percent of the teen-agers read newspapers—12 percent less. Throughout the TvB report, newspapers come off second best to television, but the interesting thing in the report is that radio isn't mentioned at all. Commented Mr. Huntington: "we used newspapers as a sort of 'benchmark'—as a basis of comparing an old, established medium with a new one."

What of the ANPA? How does *its* interpretation of the Gilbert survey stack up with RAB's? The Bureau of Advertising says that "newspapers, with a vote of 54 percent, are regarded as the advertising medium of 'most practical value' by teen-agers." Television, according to ANPA, got "a vote" of 17 percent, while radio came off third-best with 16 percent. Magazines placed fourth with 13 percent of the total. ANPA also notes that according to Gilbert, teen-agers, asked which media they "used more than a year ago," replied as follows: 52 percent for newspapers, 43 percent for radio, 39 percent for magazines and 29 percent for television.

FLOWING COMMERCIALS

SPECTACULAR treatment of commercials will be featured on CBS-TV's one and one-half hour production of "Cinderella" on March 31, according to J. Charles Derrick, advertising vice president of Pepsi-Cola Co., co-sponsor of the program. All Pepsi commercials will use the Rodgers and Hammerstein music from earlier portions of the program and will be spaced so they "flow" along with the story, according to Mr. Derrick. More than one hundred persons were involved in preparation of the commercials.

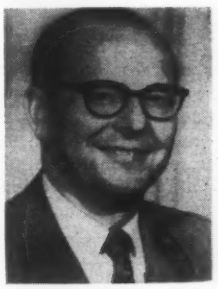
Gardner Advertising Reports Record Billings During 1956

GARDNER Advertising Co., whose headquarters is in St. Louis, reported 1956 billing at $20 million, the largest in the 54-year-old agency's history. Charles E. Claggett, president of the agency said the gain was more than two-and-a-half million more than previous year's billing.

The agency is expanding its present offices at a cost of $250,000. Present personnel now numbers 238. The firm also has offices in New York and Hollywood.

Simons New B&B V.P.

GEORGE E. SIMONS, former Kenyon & Eckhardt vice president and account executive has joined Benton & Bowles, New York, as vice president and account supervisor, it was announced last week by B&B President Robert E. Lusk. Before his association with K&E, Mr. Simons was advertising director of the Crosley-Bendix Div., Avco Mfg. Co.



MR. SIMONS

H&R Names Carayas Media Chief

MARIA CARAYAS, formerly chief timebuyer at Hilton & Riggio, New York, last week was promoted to media director of the agency, a new post. Time and space buying functions had been handled independently heretofore. With H&R since January 1954, Miss Carayas had been timebuyer at Roy S. Durstine Adv., New York (1947-53), and before that, worked with Alan Kent and Herbert Austin Croom-Johnson as a writer of singing commercials.

MISS CARAYAS

Lever Names Eaton, Hobson To Radio-Tv, Art Positions

APPOINTMENTS of Howard Eaton Jr. as media manager of radio and television and of Jack Hobson as art director were announced last week by Lever Bros., New York.

Mr. Eaton, who was formerly tv account representative with Young & Rubicam, succeeds Stanley H. Pulver, resigned. Mr. Hobson, who will direct the art department of the Lever promotion services division, was formerly vice president of Boyan & Weatherly Adv.

MR. EATON

MR. HOBSON

Sims Leaves Colgate-Palmolive

RESIGNATION of William Lee Sims II as president and director of Colgate-Palmolive Co., New York, last week was announced "with regret" by E. H. Little, board chairman and chief executive officer. Mr. Sims, with C-P since 1924, had been a director since 1946. He was elected president in July 1955, two months after Joseph H. McConnell, former NBC president, resigned to go with Reynolds Metals Co. Mr. Sims said he has "for some time felt the need to devote more of his time to personal affairs," which include the operation of his Florida citrus groves. Mr. Little will now serve as both chairman and president of Colgate-Palmolive.

Mattress Tv Spot Drive Coming

TV SPOT campaign will be launched in April by several independently-owned company plants of Spring Air Co. (mattresses, box springs), Chicago cooperative organization. Some 30 local companies are expected to buy time, through their individual advertising agencies, for spots on at least 70 stations throughout the country to coincide with a national magazine advertising campaign. Spring Air Co.'s national agency is R. M. Loeff Adv., Chicago. Spots were filmed by Lewis & Martin Films Inc., same city.

Kent Cigarettes Y&R Account

P. LORILLARD Co., (Kent cigarettes), New York, which is placing a radio spot campaign that started March 18 for 13 weeks, is handled by Young & Rubicam, New York, and not J. Walter Thompson Co., New York, as was reported in B•T March 18.

Nielsen Study is RTES Topic

PANEL of four—Daniel Denenholz of the Katz Agency, Ward Dorell of John Blair & Co., Robert Hoffman of WOR New York and Robert Kibrick of Kenyon & Eckhardt —has been selected to question John Churchill, vice president of A. C. Nielsen Co., at a special forum tomorrow (Tuesday) on Nielsen Coverage Study No. 2 radio data. Mary McKenna of WNEW New York will moderate; Claude Barrere of Radio & Television Executives Society, sponsor of the event to be held at the Palm Terrace Room of New York's Roosevelt Hotel, will be chairman.

Blue Plate Buys Eight Markets

BLUE PLATE Foods, New Orleans (food product distributor), has purchased *If You Had a Million,* MCA-TV's newest film series for eight southern markets in six states starting early in May. The show originally was heard as *The Millionaire* on CBS-TV. Blue Plate has an option on the show for possible sponsorship in 20 other southern markets. Fitzgerald Adv. Agency, New York, is agency for Blue Plate.

SPOT NEW BUSINESS

McCulloch Motors Corp., L. A., launched seven-week radio spot campaign on March 11, using some 6,000 spots on 87 stations in 11 western states and British Columbia. Campaign is to advertise power chain saws for logging and farm use. Spots are scheduled in early morning hours between 6 and 8 a.m. Campaign was prepared and placed by Stromberg, Lavene, McKenzie, same city.

NETWORK NEW BUSINESS

R. J. Reynolds Tobacco Co. (Camel cigarettes), through William Esty Co., and **Midas Muffler Co.,** through Bozell & Jacobs Inc., buy new Paul Harvey newscast on ABC Radio, Mon.-Fri., 5:30-35 p.m. CST, effective April 1.

Williamson-Dickie Mfg. Co. (work clothes), Ft. Worth, Tex., signed as participating sponsor of ABC-TV *Ozark Jubilee* (Sat., 10-11 p.m. EST), effective March 23, through Evans & Assoc. Company will alternate with American Chicle Co.

NETWORK RENEWALS

Hartz Mountain Products, through George H. Hartman Co., Chicago, renews its weekly participation in *Circus Time* (Thursday, 8-9 p.m. EST).

AGENCY APPOINTMENTS

Best Foods Inc., S. F., appoints Guild, Bascom & Bonfigli, same city, for Nucoa margarine, effective April 17.

RCA Victor Distributing Corp., Chicago branch, appoints Kenyon & Eckhardt, same city.

Allstate Insurance Co. (subsidiary of Sears, Roebuck & Co.), Chicago, appoints Leo Burnett Co., same city.

International Scientific Industries Corp., Colorado Springs, Colo., appoints Beauvais, Wenning & Zitso Inc., Lexington, Mass., its new high fidelity tape recorders and speaker systems.

Forest Lawn Memorial Park, Glendale, Calif., which pioneered in use of radio advertising by cemeteries, appoints McCann-Erickson, L. A., effective June 1.

A&A PEOPLE

Kenneth A. Bonham, assistant to president of American Home Products, N. Y., to executive vice president and general manager, Whitehall Pharmacal Co., a division of AHP.

Norman Lauchner, account executive at Dancer-Fitzgerald-Sample, N. Y., named vice president.

Philip M. White, vice president of Calkins & Holden Inc., and head of agency's Chicago office, resigned March 13. He will announce future plans later.

Robert Terry, formerly with Goetz Brewing Co., and Blatz Brewing Co., appointed advertising manager of G. Heileman Brewing Co. (Heileman's Old Style Lager beer).

Fred M. Parke, vice president of Johnson & Lewis Adv., S. F., to First Western Bank & Trust Co., same city, as advertising manager.

Scott C. Rexinger, sales manager for electric housewares at Toastmaster Products Div. of McGraw-Edison Co., Elgin, Ill., assumes executive sales functions with responsibility for all Toastmaster domestic appliances.

Gene E. Bryson, Wasey & Co., L. A., to McCann-Erickson, same city, as account executive.

J. P. Stewart, advertising account executive with national agency, to Ruthrauff & Ryan, Houston, in similar capacity.

Len Giarraputo, NBC, New York, to Hockaday Assoc., same city, as account executive.

Robert L. Finch, vice president of Lester L. Jacobs Inc., Chicago agency, to Grant, Schwenck & Baker Inc., same city, as account executive.

Joseph A. Heyman, formerly chief copywriter in sales promotion department, Bigelow-Sanford Carpet Co., N. Y., to Hicks & Greist, same city, as assistant account supervisor.

Val Ritter, media buyer at N. W. Ayer & Son, to Cunningham & Walsh, both N. Y., as head timebuyer on Folger coffee. **Gary Pranzo,** formerly an estimator at C&W, N. Y., promoted to timebuyer on Brisk toothpaste and Super Suds.

William H. Green, vice president and senior account executive, Kenyon & Eckhardt, N. Y., elected to board of directors of N. Y. chapter of Sales Promotion Executives.

Thomas L. Smith, 79, former president and board chairman of Standard Brands Inc., died March 5, at his home in Summit, N. J.

Robert Madison, 30, production manager, Al Paul Lefton Adv., Chicago, died Mar. 15.

PARAMOUNT OPENS SHOP IN TOLL TV

Subsidiary seeks wired subscription business, on-air if authorized

PARAMOUNT Pictures announced last week it was going into business with closed-circuit subscription television now and was ready to get into broadcast toll tv if and when the FCC approves it.

The major motion picture producing company is taking the plunge into toll tv through its subsidiary, International Telemeter Corp.

In the words of Lou Novins, secretary and assistant to the president of Paramount Pictures and vice president and general manager of Telemeter:

"The academic stage of pay-as-you-see television has ended. As of today Telemeter is in business."

Mr. Novins, in company with Barney Balaban, Paramount president, and Paul MacNamara, Telemeter vice president, presided at a demonstration of what was described as a refined Telemeter subscription system at the ITC laboratories in Los Angeles last Thursday.

The new system, Mr. Novins, said, is now ready to go, distributing programs to home viewers by wire lines. Closed-circuit transmissions within a community are not subject to FCC approval.

But the Telemeter system works as well for broadcast toll tv as for wired transmissions, Mr. Novins said, and in his view the FCC will soon get around to acting on broadcast subscription television.

"It is not unreasonable to hope for experimental authorization," he added.

The Telemeter system works equally well with color tv as with black and white, Mr. Novins said.

Invitations are going out to motion picture exhibitors all over the country, to operators of community antenna systems and to others who may be interested in operating closed-circuit toll tv systems. They are being asked to come in, inspect the Telemeter equipment and place orders now.

The Telemeter system includes a studio, occupying only 400 square feet of floor space (it could be installed in a theatre lobby), wire lines connecting the studio to the homes of subscribers, and Telemeter attachments about the size of portable radios.

These units, it was explained by Paul MacNamara, Telemeter vice president, are built to receive payment in coins for programs whose prices may vary from 5 cents to $2, and to record which programs were paid for. The units include a credit storage arrangement whereby programs may be prepurchased, and have a built in "barker" which announces what programs will be offered at what price and at what time.

The system can handle one, two or three pay channels in addition to the free tv channels already available in the community, Mr. MacNamara said. He emphasized that no free channels will be eliminated by a wired Telemeter installation.

Telemeter wire signals are sent at frequencies below the vhf band and so are not available to sets until a converter is installed. The converter changes these signals to either ch. 5 or ch. 6.

The viewer turns his set to the Telemeter channel before turning on the attachment to get Telemeter programs. For use with community antenna systems, Telemeter has a special "on-channel system" which distributes scrambled signals that are unscrambled after payment.

Studio equipment for the closed-circuit system demonstrated Thursday in Los Angeles was built by Hallamore Electronics Co. and included a master control console containing audio and video facilities for both live and film programs (priced at slightly under $10,000) and two 35 mm film projectors (costing about $5,000 each) or 16 mm projectors (costing about $2,000 each).

Maximum studio cost with three full sets of 35 mm projectors was placed about $40,000.

The cost of installing Telemeter attachments to receivers and wiring connecting homes to the studio would depend on a variety of factors, such as density of population, but studies indicate it would not be less than $25 nor more than $50 per home, Mr. Novins said.

He placed the minimum number of installations for an economically practical system at between 2,000 and 2,500.

ITC is planning to issue exclusive franchises for Telemeter system on a basis of leasing rather than selling the equipment, Mr. Novins said.

Arrangements will be kept flexible to allow for the differing problems of financing, taxes, etc. but the lease arrangement will be basic. It will doubtless include a percentage-of-gross provision, but Mr. Novins could not say what terms would be because they have not been worked out.

In answer to how soon a Telemeter system could be installed Mr. Novins said discusssions were underway with four companies for the manufacture of receiver attachments, and his guess was they could be ready for delivery in about six months.

Paramount President Barney Balaban in answer to questions about programming said he believed the operators of pay-see systems would have no trouble getting motion pictures in whatever quantity they desired.

He pointed out that the Telemeter system is not broadcasting but rather is an extension of the theatre to take picures into homes instead of bringing people into theatres. This system, he said, avoids the many technicalities that have accompanied the sale of theatrical film for use on television.

Whether exhibitors who add pay tv to their theatre operations will program such home service day-and-date with their theatrical showings or whether the films will be shown first in the theatre and later in the home remains to be worked out, Mr. Balaban said.

He said movie producers would cooperate with theatre operators in Telemeter experiments.

"These boxes may well represent a revolution in the history of entertainment," Mr. Balaban said, admitting the possibility that they may cause exhibitors to close down more movie theatres. But he added they may also lead to a demand for movies, causing producing firms to step up present output.

Motion picture producers will have to go along Mr. Balaban said, as no one company can keep pay-as-you-see going for very long. He noted that television is rap-

BOX OFFICE IN THE PARLOR

HERE's how a subscriber works a Telemeter gadget:

- He turns on his tv set and the attachment and hears the barker announcing what is playing on the telemeter channels, telling the price and giving other information.
- At the same time the price window on his Telemeter attachment shows the price of the Telemeter program.
- The subscriber pays for the program by putting nickels, dimes, quarters or half-dollars into the attachment's coin slot. After this the program picture and sound are available on his set. He may now turn off the barker on the attachment and watch the program. When it is over, his attachment will be returned to the unpaid state.
- After payment, a recording of the identity of the program is made automatically within the box.
- If the subscriber puts more than the required amount into the box, he receives credit for the overage. The amount of his credit appears in the credit window on the box. Money may be put into the box anytime in order to store up credit to the maximum of $2.
- Once a month the Telemeter service man visits the home, checks the operation of the attachment and removes the cash drawer. Attached to the cash drawer is the recording of program identity which has been made.
- This recording is tabulated and forms the basis of payment to the suppliers of entertainment just as gate receipts do in a theatre.

idly running through the supply of motion pictures that have been made available to it. He repeated his standard statement that the backlog of Paramount films will be released to tv when the price is right.

A few years back, he said, economics did not justify the release of Paramount films for tv.

"We'd have been derelict in our responsibilities if we had released them then," he said, "and we'd be equally derelict if we didn't release them when the economics are right."

Mr. Novins said it is significant that opponents of pay tv are arguing against any kind of a trial. "If they had any real doubt of public acceptance, they would be urging us to make a trial," he said.

The Telemeter coin-box demonstrated last Thursday was said to be an improved version of the models used in the company's well-publicized toll tv venture in Palm Springs, Calif.

During the winter seasons of 1953-54-55, the company operated a toll tv system which was connected to the Palm Springs community antenna system (which also was owned by Telemeter).

When B•T inspected the Telemeter operation in Palm Springs in late April, 1954, about 200 coin-box units were in service [B•T, May 3, 1954]. In the early stages of operation, it was then said, mechanical failures were encountered, but by spring of 1954 most had been eliminated.

The program fare supplied to Telemeter subscribers was mostly movies, although a few sports events were offered too. At that time the lowest price charged for a movie was 75 cents, the highest $1.35.

Barry & Enright Negotiating Production Unit Sale to NBC

QUIZ PROGRAM packager, Barry & Enright Productions, New York, last week authorized Music Corp. of America, its agent, to negotiate the sale of the production unit to NBC.

B&E currently is grossing an estimated $5 million. It packages *Twenty-One* and *Tic Tac Dough* on NBC-TV, and also owns *Winky Dink* on CBS-TV. Quizmaster (*Twenty-One* and *Dough*) Jack Barry and Dan Enright are partners in the firm. It has been conceded generally that B&E's assets have risen considerably since *Twenty-One* and Charles Van Doren made their splash in the Monday night period on NBC-TV [B•T, March 18].

Caples Readies Plans To Offer 'Play Marko'

GIVEN the go-ahead by the U. S. Court of Appeals [B•T, March 18], the Caples Co. last week was dusting off its *Play Marko* bingo card game and mapping plans to offer it to sponsors.

Don J. Powers, vice president, Caples Co., said the agency must first resolve some "problems of mechanics" before clearing the way for reinstatement of the program. The bingo type game at one time appeared in approximately 25 markets under sponsorship of food chains and other advertisers.

ECONOMIC INJURY APPEALS OUT AS FCC REVERSES 15-YEAR POLICY

- **Such issues not within its scope, Commission says**
- **But Comrs. Hyde, Bartley dissent on this point**
- **Statement comes with Cleveland, Tenn., decision**

THE FCC has permanently barred any further economic injury appeals—unless the courts reverse the five to two decision which was due to be released Friday.

The federal agency simply said that it did not have the legal authority to consider the effects of a grant of an application for a broadcast station on the fortunes of an existing station.

It went further, however. In one of the frankest pronouncements of its authority and limitations, the Commission said it only had the power to regulate "with respect to electrical interference and with respect to qualifications of the licensee or applicant."

The Commission, its statement continued, does not follow a policy of "determining the need for a station in a given community. . . . That is left to the genius of free enterprise." Need is, however, taken into account when there is a question of equitable distribution.

The FCC's acknowledgment that it does not have jurisdiction to determine the economic impact of a new grant on existing outlets is a reversal of a policy of more than 15 years standing. In that time, the Commission has accepted for review many appeals to rescind or refuse an applicant for a new station on the grounds of economic injury. It has, however, steadily maintained that as a matter of policy the impact of a new station or an existing station was speculative and was not sufficiently proved to justify the denial of a proper applicant.

Acceptance of the theory that economic protection can be granted existing stations, the Commission bluntly stated, implies the adoption of a common carrier concept, including rate regulation. This is specifically vetoed by the Communications Act, as well as by Congressional intent, the Commission declared. It emphasized that the Communications Act clearly forbids broadcasting to be considered a common carrier, and affirms broadcasting as a free, competitive business.

The Commission's decision, written personally, it is understood, by Comr. John C. Doerfer, came almost exactly two years after the FCC granted a 1 kw daytime on 1570 kc to what is now WCLE Cleveland, Tenn. Cleveland, according to the 1950 census, has a population of 12,605. The Friday decision affirmed this grant.

Following the grant in April 1955 (the station has never been on the air), a protest was filed by WBAC Cleveland, Tenn. (Robert W. Rounsaville). WBAC operates on 1340 kc with 250 w unlimited and was founded in 1945. The case was set for hearing on the basic issue of whether the economic potential of Cleveland was such that two stations could not survive, or if they did, their services would be so degraded as to be against the "public interest, convenience and necessity." This is the touchstone of affirmative Commission action in granting an application for a broadcast facility. There was also a financial qualification issue which the FCC found in favor of WCLE.

Hearings before FCC Hearing Examiner H. Gifford Irion ran for four days in September 1955 and the record was closed Sept. 30 of that year.

Three months later, in November 1955, Mr. Irion issued his initial decision recommending that the Commission affirm its April grant to WCLE and deny the protest.

After various pleadings concerning the initial decision, the Commission in May 1956 asked all parties, including the Broadcast Bureau, to file legal briefs on the juridical question of whether the Commission has the power to protest existing facilities from competition, even if it would desire to do so.

Friday's decision did not find favor with all commissioners. Comrs. Rosel H. Hyde and Robert T. Bartley, although concurring with the affirmation of the WCLE grant, dissented strongly to the majority's viewpoint that the Commission does not have the legal authority to take into account competitive economic injury to existing stations.

It is interesting to note that three of the five commissioners who constituted the majority cut their regulatory eyeteeth on state public utility commissions. These are FCC Chairman George C. McConnaughey, Richard A. Mack and Mr. Doerfer.

The key phrase in the Commission's 12-page decision was this:

"Restriction of competition is a corollary of exclusivity, and exclusivity is tolerable only by the application of pubic utility concepts or techniques."

The basic court case on this subject, the Commission said, was the 1940 Sanders case where the U. S. Supreme Court upheld the FCC in granting two applications for Dubuque, Iowa. One was the move of then WKKB East Dubuque, Ill., across the Mississippi River to the parent city; the other was the application for a new station by the Dubuque *Telegraph-Herald* (now KDTH). WKKB claimed the area could not support both stations. The Commission refused to accept this objection. The case was carried to the Supreme Court which held that it is not the purpose of the Communications Act to protect a licensee against competition. However, the court held that the effect of competition on the service to the public cannot be disregarded.

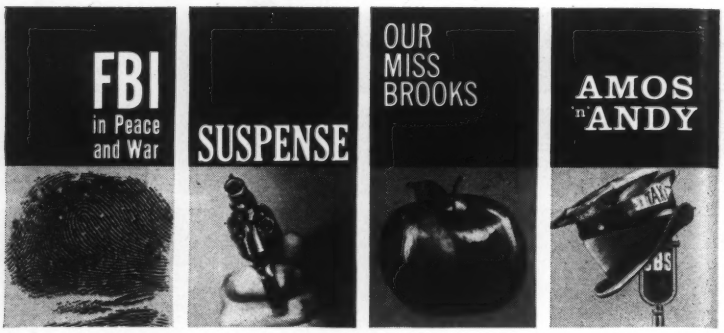
This meant, the Commission decided last week, that "It was the economic injury to the respondent from competition and his

Just Like The Good Old Days–Only BETTER

IN 1949, The Jack Benny Show, Our Miss Brooks, F.B.I. in Peace and War, Suspense and Amos 'n' Andy were among the most sought-after properties in all advertising.

TODAY, these CBS Radio programs are actually (and on the research record) better advertising buys than they were then!

For example, these four shows...



part of CBS Radio's new IMPACT plan, today average 77% more commercial minute family impressions per dollar than seven years ago. Here are the actual increases in advertising value that have taken place at a time when the dollar is buying less and less: F.B.I. in Peace and War—29% more family impressions per dollar; Suspense—51% more; Our Miss Brooks—65% more; and Amos 'n' Andy—150% more, since 1949! *The Jack Benny Show—not a part of the IMPACT plan—is specially available for shared sponsorship in 7½-minute units and delivers 29% more commercial minute impressions per dollar than in 1949-50.*

IMPACT is a plan for weekend selling.

It offers over 20 established, tested programs to choose from. And they cover the full range of audience favorites: news, music, variety, comedy, public affairs, drama, personalities, sports.

An advertiser can use IMPACT as a precision buy: to pinpoint the kind of listeners he wants to reach.

Or he can use IMPACT for saturation: by sponsoring a segment in each program in the full schedule, his message reaches more than 8 million different families over three separate times in a single weekend.

An advertiser buying IMPACT gets solid commercials in major programs. The program setting is right for those commercials—because the advertiser selects it. The audience setting is right—because the listener seeks out the program. And IMPACT programs are easy to publicize and merchandise—by name, by star, and by broadcast time.

The good old days? IMPACT makes them better. For more productive selling and even greater dollar values, have us tell you all about it.

IMPACT

on The CBS Radio Network

right to appeal—not the adverse effects of service upon the public—which were at issue and decided.

The Commission stated:

"We take this opportunity now to disclaim any power to consider the effects of legal competition upon the public service in the field of broadcasting. We say 'legal competition' to distinguish it from unfair competition, practices in restraint of trade, or conspiracies to monopolize, against which there are specific statutory directives."

If, as argued by WBAC in the Cleveland case, the Commission has the right to take economic factors into account, this "inevitably results in the application of common carrier or public utility concepts to the broadcasting industry—a contradiction which cannot be read into the Act by interpretive construction or superimposed by administrative action."

This common carrier approach, the Commission said, has certain characteristics. One of these is the power to deny a certificate of authority to a would-be competitor in the same area as an existing common carrier, the FCC noted. It continued:

"An accepted ground, amongst others, is that duplication of capital facilities leads to economic waste and hence is contrary to the pubic interest. Not all who aspire to be common carriers can embark upon such an enterprise—even upon an assertion that with superior experience and financial resources the applicant will render a better service. The regulatory agencies, generally, have the power to set standards of service and to compel an observance thereof by the existing common carrier . . .

"Implementing, by restricting competition the 'public convenience and necessity' standards of the common carrier act (Title II) does not warrant the same implementation in providing the the 'public interest, convenience and necessity' standards of the broadcasting provisions of Title III. And yet it is essentially the common carrier regulatory tools which the protestant contends we should apply to broadcasting in our consideration of whether or not to grant an authorization to any one aspiring to be a competitor. In addition to ascertaining market potentials as the protestant would have us do, we would ultimately be asked by applicants to weigh and appraise the efficiency and ingenuity of existing broadcast management. This, in turn, would require devising a system of uniform accounts in order to make valid comparison and appraisal. Depreciation accounting as well as the prudence of investments would also be urged as a legitimate issue in such contests. A host of other but similar common carrier techniques could with plausibility be thrust upon us. Restriction of competition is a corollary of exclusivity, and exclusivity is tolerable only by the application of public utility concepts or techniques. When common carrier techniques are employed in the broadcasting business to the extent necessary to accomplish the objectives urged upon us, a subtle, indirect, but nonetheless a real transformation from competitive regulatory practices to public utility regulation will inevitably result. This we deem contrary to the specific provisions of the Communications Act, the intent of Congress, and the interpretation of that Act in the Sanders case."

Bill by Potter Proposes Repeal Of Communications Act Protests

REPEAL of Sec. 309 (c) (protest provision) of the Communications Act is proposed in a bill (S 1577) offered last week by Sen. Charles E. Potter (R-Mich.), a member of the Senate Interstate & Foreign Commerce Committee.

Sen. Potter, who introduced the measure "by request," said the proposal was the result of various expressions of opinion coming from his constituents. Like a similar bill introduced in the House by Rep. Joseph P. O'Hara (R-Minn.) [AT DEADLINE, Feb. 18], S 1577 carries a "saving clause," providing that present provisions will remain in effect regarding grants made by the FCC before enactment of the bill if the protestant acts within 30 days of the grant.

FCC Chairman George C. McConnaughey has said the Commission approves repeal of Sec. 309 (c) but the FCC has made no formal recommendation to Congress for such legislation.

House Committee Asks $250,000 To Check Up on Federal Agencies

THE House Administration Committee at its next meeting on or before April 10 will consider a resolution asking for an additional $250,000 for the House Interstate & Foreign Commerce Committee.

The $250,000 would be used by the Commerce Committee's Special Legislative Oversight Subcommittee headed by Rep. Morgan M. Moulder (D-Mo.) to carry on an investigation into whether federal agencies, including the FCC, are properly administering the laws creating them.

The resolution (H Res. 191) asks that the presently-approved $100,000 funds for the full committee be increased to $350,000. It is understood the extra $250,000 for the Moulder probe has the backing of House Speaker Sam Rayburn (D-Tex.) and thus is likely to be approved.

The subcommittee, it is understood, will hire a staff of several experts in research and in administrative law to make studies and report back to the subcommittee in time for hearings in the fall, if necessary [AT DEADLINE, March 18].

H Res. 191 was introduced by Rep. Oren Harris, chairman of the House Commerce Committee, as an amendment to H Res. 152, which was approved Feb. 7 and provides $100,000 for the parent committee's work in 1957.

Proposes FCC Charge Fees

PROPOSAL that FCC charge fees for its services to radio and tv broadcasters was made by Rep. Charles A. Vanik (D-Ohio) in a talk on the House floor Wednesday. "There is no justification," he said, "to charge all the people of the United States collectively for the preponderance of private service which is rendered by the FCC to the private radio broadcasting and television industry."

HEARING, SUBPOENA POWER GIVEN TO FCC NETWORK STUDY GROUP

THE FCC's network study staff was armed with a big stick last week—in order to be able to prod recalcitrant segments of the broadcasting industry to furnish information when requested.

That is the essence of the Commission's action announcing that it had given Dean Roscoe R. Barrow authority to hold hearings and even to issue subpoenas.

Dean Barrow, it is understood, has found some broadcasters unwilling to immediately turn over to his staff information requested. These elements (and they include networks, film distributors, and other components of television) have not exactly refused, but have hedged their answers to requests for information in this manner: (1) The information is competitive; can we be certain it won't leak; (2) We'll be glad to give you the information if you show us you are getting the same data from competitors; (3) Be glad to furnish the requested information—and months go by without a word.

In its announcement last Thursday, the Commission related that it had found most people and companies cooperative in furnishing information.

"However," the statement read, "certain persons, firms and companies have ignored the request or have expressed reluctance to provide voluntarily information which is essential to the study. Also, preliminary evaluation of some of the data and information indicates that in some areas it may be necessary to obtain further information of a more specific character."

Because of this, the FCC declared, it has been found necessary to convene an "investigatory" proceeding "for the production of documentary and oral evidence." The order provides, the Commission stated, that any member of the Network Study Committee or other Commission personnel who may be designated may act as presiding officer at such hearings for the purpose of taking evidence and issuing subpoenas "or other process in connection with the proceedings." These proceedings will be convened at such times or places as the Committee may direct.

The Network Study Committee of the FCC comprises FCC Chairman George C. McConnaughey, and Comrs. Rosel H. Hyde, John C. Doerfer and Robert T. Bartley.

KRON is TV in SF

San Franciscans are sold on KRON-TV

GOLDEN GATE PLAYHOUSE
3-5:30 PM M-F
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

MORE DEINTERMIXTURE CLEARED

THE FCC last week cleared up the remaining five of its original 14 deintermixture proposals—and went one step further.

Announcing orders to the staff, the Commission instructed papers to be drawn to accomplish the following:

- Add ch. 6 to Miami, Fla.
- Add ch. 4 to Charleston, S. C.
- Add ch. 13 to Norfolk-Portsmouth-Newport News, Va.
- Add ch. 10 to Duluth, Minn.-Superior, Wis.

A proposal to add ch. 5 to Columbia, S. C., will be denied, the Commission reported.

In New Haven, the FCC proposed to move ch. 8 out of that city, where it is now occupied by WNHC-TV to the Providence, R. I.-Fall River-New Bedford, Mass., area. In exchange, the Commission proposed to move ch. 6 from New Bedford, Mass., to New Haven for WNHC-TV.

Ch. 6 was allocated to New Bedford last year. Before that it was assigned to WNHC-TV in New Haven, but ch. 8 was substituted in 1952 when the Commission issued its Sixth Report and Order lifting the freeze on tv applications.

WNHC-TV is owned by the Radio-Television Div. of Triangle Publications Inc. *(Philadelphia Inquirer*-WFIL), which bought the ABC affiliated outlet and its am and fm adjuncts last year for $5.4 million.

The proposal to switch channels in New Haven was affirmed by all commissioners except Comr. Robert E. Lee, who dissented. Comr. John C. Doerfer abstained.

The Commission's announcement pointed out that transmitters for ch. 8 in Providence and for ch. 6 in New Haven would have to be sited carefully in order to meet mileage separations.

In New Haven this means, it was understood, that WNHC-TV would have to move its transmitter northward toward Hartford in order to meet the 170-mile separation between it and ch. 6 WFIL-TV Philadelphia (also owned by Triangle Publications).

Commenting on the proposals, Roger W. Clipp, Triangle vice president-general manager for broadcasting, said last week: "Our engineers are studying the proposal. If it is practicable and feasible and can provide additional service to the people of Connecticut and Rhode Island, Triangle will not object despite the aditional costs which are apparent."

The cost of moving WNHC-TV's transmitter, building a new tower and buying a new transmitter and antenna to operate on ch. 6 has been estimated as high as $250,000. It was noted that the move of ch. 6 to New Haven was predicated on the move of that same frequency from Schenectady, N. Y., to Syracuse, N. Y., as ordered by the Commission earlier this month [B•T, March 4].

Comments on the New Haven proposal were requested by April 29.

The addition of ch. 6 to Miami will give that city its fourth commercial tv channel. Miami now has the following stations operating: Educational WTHS (TV), ch. *2; WCKT (TV), ch. 7; WTVJ (TV), ch. 4; WITV (TV), ch. 17; WGSB-TV, ch. 23. There are also two grantees: WPST-TV, ch. 10, and WMFL (TV), ch. 33.

A third commercial vhf channel assigned to Charleston leaves the new v, an educational v and commercial u open for applications. Operating in Charleston are WUSN-TV, ch. 2, and WCSC-TV, ch. 5.

Norfolk will be getting its third vhf assignment. Already operating are WTAR-TV, ch. 3; WVEC-TV, ch. 15 and WTOV (TV), ch. 27. WAVY-TV ch. 10, is about to go on the air. Educational ch. 21 and commercial ch. 33 are allocated, but not granted. Substitution of ch. 12 for ch. 13 at New Bern will mean that cp-holder WBNE-TV New Bern will move from ch. 13 to ch. 12.

Assignment of an extra vhf to Duluth-Superior will give that city its third commercial vhf. Now operating are KDAL-TV, ch. 3, and WDSM-TV, ch. 6. WFTV (TV) holds a permit for ch. 38. Still available are educational ch. *8 and commercial ch. 32.

The proposal to add ch. 5 to Columbia, S. C., in addition to its present ch. 10 (on which WIS-TV is now operating) was made by ch. 67 WNOK-TV that city. Also available are chs. 19 and 25.

Earlier this month the FCC acted on deintermixture proposals in 10 cities, resulting in the proposed removal of the single vhf channel in Springfield and Peoria, Ill.; Elmira, N. Y.; Fresno, Calif., and Evansville, Ind.; two vhf frequencies from the Albany-Schenectady-Troy, N. Y., area. It also added additional vhf channels to New Orleans, Houma, Lake Charles-Lafayette, La., and Beaumont-Port Arthur, Tex., subject to further proceedings.

The vhf channels deleted from the deintegrated cities were assigned to St. Louis, Davenport-Rock Island-Moline, Santa Barbara, Terre Haute, and Syracuse.

KTVI (TV) Readies to Shift From U to V in St. Louis

AMIDST protests against its planned ch. 2 operation, KTVI (TV) St. Louis went dark on ch. 36 last Wednesday midnight in preparation to begin operations on the vhf channel April 15, authorized by the FCC in its deintermixture rulemaking [B•T, March 4].

Filed last week with the Commission were petitions by Louisiana Purchase Co.

CASES LEFT IN THE 'MILL'

THE FCC has wiped the slate clean on pending deintermixture proposals—but still awaiting action are almost 30 moves to add or subtract vhf channels.

Deintermixture still pending involve these cities:

Ft. Smith, Ark.—Move ch. 5 from Ft. Smith to Fayetteville, Ark., making Ft. Smith all uhf. KNAC-TV is operating on ch. 5

Raleigh, N. C.—Move ch. 5 from Raleigh to Rocky Mount, N. C., making Raleigh all uhf. WRAL-TV is operating on ch. 5.

Corpus Christi, Tex.—Add ch. 3 to Corpus Christi from Nuevo Laredo; move ch. 13 to Nuevo Laredo from Laredo; or delete chs. 6 or 10 from Corpus Christi or reserve chs. 6 or 10 for education; or add ch. 2 to Corpus Christi, making Corpus Christi all vhf or all uhf. KRIS-TV operates on ch. 6 and KSIX-TV on ch. 10 in Corpus Christi.

Jacksonville, Fla.—Change educational reservation from ch. 7 to uhf, or delete ch. 12 and add uhf, making city predominatly vhf or uhf.

Erie, Pa.—Move ch. 12 to Cleveland, Ohio, to make Erie all uhf. WICU (TV) operates on ch. 12.

Knoxville, Tenn.—Add ch. 7 to Knoxville from Spartanburg, S. C., to make Knoxville all vhf; Spartanburg all uhf. Also move ch. 7 to Columbia, S. C., and Augusta, Ga.

Sacramento, Calif.—Add ch. 12 to Sacramento from Chico; add ch. 11 to Chico from Yreka; add ch. 8 to Yreka. KHSL-TV Chico operates on ch. 12.

San Francisco, Calif.—Add ch. 13 to San Francisco from Stockton; add ch. 6 to Stockton; remove educational reservation on ch. 6 in Sacramento.

Flint, Mich.—Move ch. 12 from Flint to Ann Arbor, Mich. WJRT (TV) holds a grant for ch. 12 Flint.

Charlotte, N. C.—Delete ch. 9 from Charlotte, to make city predominatly uhf.

Gulfport, Miss.—Change educational reservation from ch. 44 to ch. 13 to make city all commercial uhf.

Columbus, Ga.—Move ch. 4 from Columbus to Panama City, Fla., or to Dothan, Ala., to make city all uhf. WRBL-TV Columbus operates on ch. 4.

Those are the deintermixture petitions. The Commission also has these drop-in petitions to handle:

Carter, Ill., add ch. 13; Harrisburg, Ill., add chs. 3 or 8; Carbondale, Ill., add ch. 3; Clearfield, Pa., add ch. 3; Lamar, Colo., add ch. 12; Moultrie, Ga., add ch. 8; North Platte, Neb., move ch. 9 from Hay Springs, Neb., and add ch. 4 to Hay Springs; Bunnel or New Port Richey, Fla., add ch. 10; St. Joseph, Tenn., add ch. 11 (from Lexington, Tenn.); Ainsworth, Neb., add ch. 3; Vancouver or Longview, Wash., add ch. 2; Presque Isle, Maine, add ch. 10; Farmington, N. M., add ch. 12; Thermopolis, Wyo., add ch. 3; Wausau, Wis., add ch. 9 from Iron Mountain, Mich., and add ch. 8 to Iron Mountain; Waycross, Ga., add ch. 6; Brookings, Ore., add ch. 6.

"LIVE" SHOWS *in a* "LIVE" MARKET

THE "ROMPER ROOM" SCHOOL

MONDAY - FRIDAY 9:15 - 10:00 AM — Sensational TV show for pre-school youngsters and their conscientious parents. Viewing recommended by leading educators.

OFF BEAT

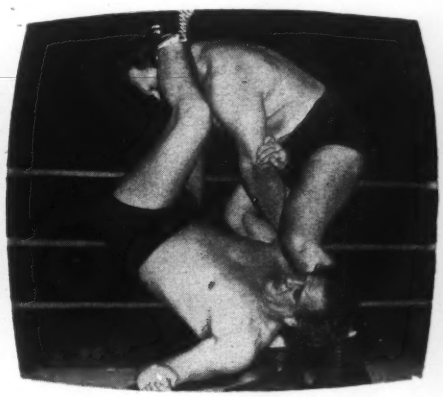
MONDAY - FRIDAY 12:30 - 1:00 PM — Frank Dill's TV digest of unusual events. Everything from music lessons to Antarctic expeditions. Wide viewer appeal.

THE HELEN NEVILLE SHOW

MONDAY - FRIDAY 2:00 - 2:30 PM — One of the most interesting home shows on Television. Format includes interviews, recipes, household hints, fashions . . .

TV DANCE PARTY

SATURDAY 1:00 - 1:30 PM — A big fun show featuring the latest dances, top tunes, contests, prizes and . . . Big Name Guest Stars — in person.



"LIVE" WRESTLING

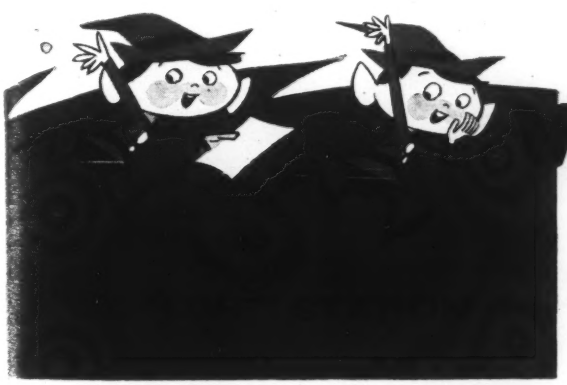
SATURDAY 5:00 - 6:00 PM — Top mat stars of the nation in rough and tumble action. Three exciting matches every week. Studio wrestling at its best.

LET'S HAVE A PARTY

SATURDAY 10:00 - 10:15 AM—Aunt Kay with wonderful new ideas for children's parties. Lots of fun for young viewers . . . informative to parents.

Buy Segments, Participations and Spots...NOW!

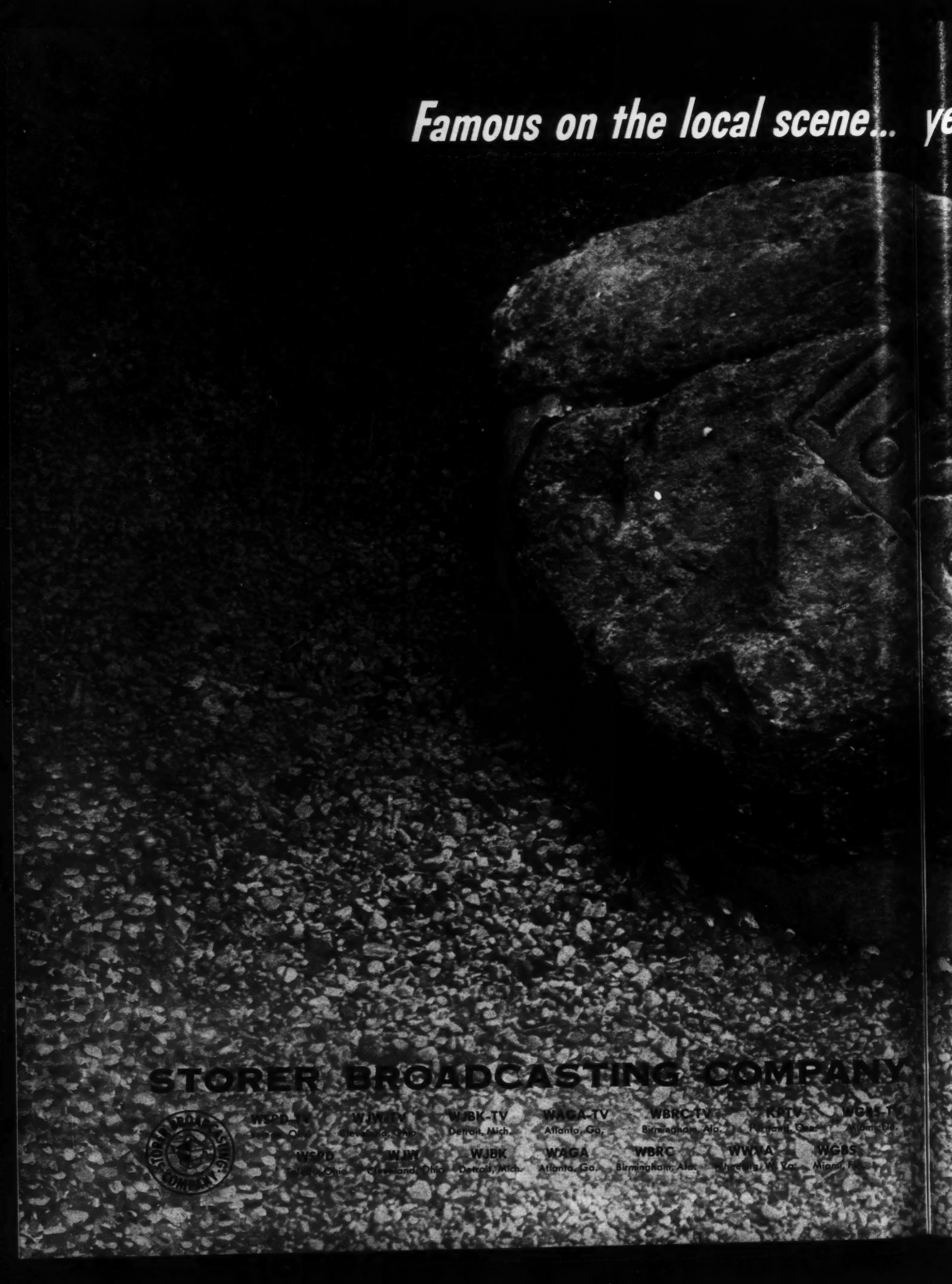
*** Write for first availabilities.**

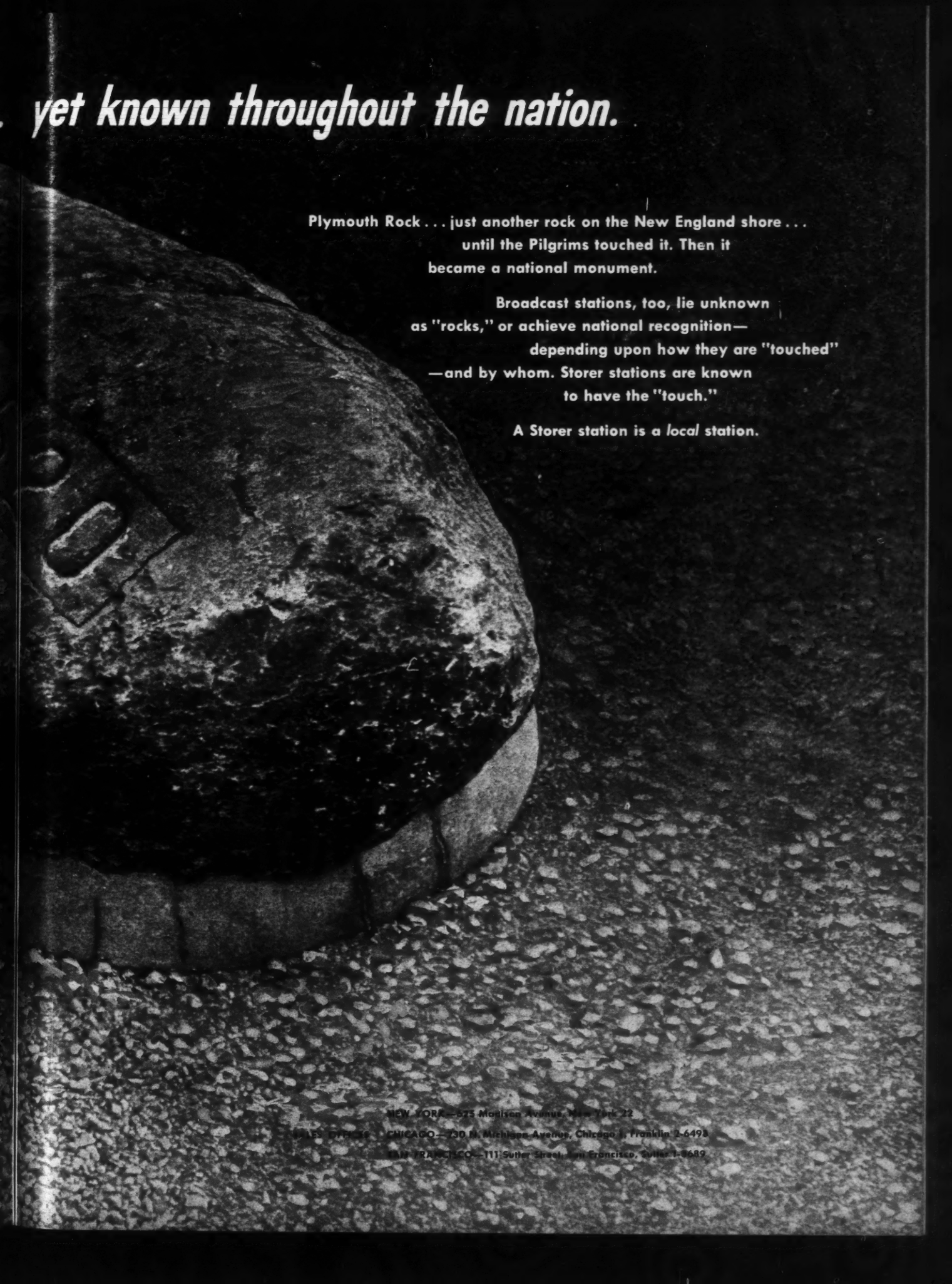


WGR-TV

CHANNEL **2** BUFFALO

Representatives:
PETERS, GRIFFIN, WOODWARD, INC.


Famous on the local scene... ye
STORER BROADCASTING COMPANY
WJW-TV
WJBK-TV
Detroit, Mich.
WAGA-TV
Atlanta, Ga.
WBRC-TV
Birmingham, Ala.
WJW
Cleveland, Ohio
WJBK
Detroit, Mich.
WAGA
Atlanta, Ga.
WBRC
Birmingham, Ala.
WWVA
WGBS
Miami, Fla.


yet known throughout the nation.
Plymouth Rock . . . just another rock on the New England shore . . .
until the Pilgrims touched it. Then it
became a national monument.
Broadcast stations, too, lie unknown
as "rocks," or achieve national recognition—
depending upon how they are "touched"
—and by whom. Storer stations are known
to have the "touch."
A Storer station is a local station.
NEW YORK—625 Madison Avenue, New York 22
SALES OFFICES: CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-6689

seeking (1) temporary authority to operate on the same ch. 2 and/or a comparative hearing among qualified applicants, (2) immediate stay of the grant of temporary authority to KTVI and (3) protest against the reassignment of ch. 36 to Springfield, Ill. La. Purchase Co., headed by St. Louis attorney Lon Hocker, also filed an application last week seeking a construction permit for ch. 2.

Opening its battle on a second front, La. Purchase Thursday went to the U. S. Court of Appeals in Washington for permission to file petition for writ of mandamus (to force the Commission to stay its temporary authorization to KTVI). Without an argument by counsel, the three-judge court (Wilbur K. Miller, David L. Bazelon and John A. Danaher) refused to accept the petition.

Additional opposition came from Cape Girardeau Tv Co. (V. W. Lillard), which had sought assignment of ch. 2 to that Missouri city in the FCC proceedings. Cape Girardeau claimed that it had been deprived of due process of law and injured by the Commission's action. It opposed any use of ch. 2 in St. Louis and/or ch. 36 in Springfield until the courts have reviewed the Commission action.

La. Purchase's formal application for ch. 2 disclosed nine stockholders in addition to Mr. Hocker. They include William O. and Charles W. DeWitt, former majority stockholders of the old St. Louis Browns; Ethan A. H. Shepley,trustee of educational KETC (TV) St. Louis; John R. Shepley, less than 1% owner of KWK-TV St. Louis, and George J. Nooney. Mr. Hocker is a former director of Globe-Democrat Publishing Co., 23% owner of KWK-TV.

The applicant proposed a power of 100 kw, RCA antenna 995 ft. above average terrain, estimated construction costs of $448, 352 and $1,500,000 for first year operation. La. Purchase said that it has acquired an option to purchase the site of deleted ch. 14 KACY (TV) Festus, Mo. [B•T, March 18], as a location for its antenna-transmitter. This location, 5 miles northwest of St. Louis suburb Kimmswick, Mo., meets all mileage separation from ch. 2 Terre Haute, Ind., as opposed to the KTVI site, applicant claimed.

CBS Argues Against Reopening Record on St. Louis Ch. 11

THERE were no new facts in a joint request by two applicants to reopen the record in the St. Louis ch. 11 proceedings [B•T, March 18], CBS told the FCC in asking that the petition be denied. Seeking further hearings are 220 Tv Inc. and St. Louis Telecast Inc. CBS reportedly has received a favorable vote for the channel by the Commission [B•T, Jan. 21].

Each charge made by the petitioners has been "specifically controverted by CBS," the network said, and the petition should be denied because it offers no "justification whatever for the petitioners' unseemly timing." Telecast Inc. and 220 Tv had asked the FCC to determine whether CBS was guilty of antitrust violations and its dominance in radio-tv.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Pittsburgh, Pa., ch. 11. San Francisco-Oakland, Calif., ch. 2 (3-11-57).

AWAITING ORAL ARGUMENT: 4

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57). Ponce, P. R., ch. 7.

IN HEARING 5

Sheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Beaumont, Tex., ch. 6; Lubbock, Tex., ch. 5; Sioux Falls, S. D., ch. 13.

IN COURT 6

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10; Miami, ch. 10; Supreme Court: Shreveport, La., ch. 12; Sacramento, Calif., ch. 10; (petitions for writs of certiorari submitted).

Shreveport-New Orleans Group Will Apply for Latter's New V

FORMATION of a $500,000 corporation to apply for ch. 12 New Orleans was announced last week by E. Newton Wray, president-general manager of KTBS-AM-TV Shreveport, La. The new company, Crescent City Telecasters Inc., has subscribing stockholders divided equally between residents of Shreveport and New Orleans.

Shreveport subscribers include, in addition to Mr. Wray, George D. Wray, Charles W. Wray, Dr. John A. Hendrick, Dr. Robert S. Hendrick, Justin R. Querbes Jr. and Patrick J. White. Investments by New Orleans stockholders are being handled through the office of Ernest A. Carrere Jr. Ch. 12 was assigned to New Orleans, the third vhf allocation to that city, earlier this month by the Commission in its deintermixture actions [B•T, March 4].

Tries Again for New Orleans

OPERATING ch. 20 WJMR-TV New Orleans petitioned FCC a fortnight ago for temporary authority to operate on ch. 12, assigned to New Orleans in deintermixture proceedings [B•T, March 4]. Station had asked for show cause order to change to that channel, which was denied by FCC March 8. Present request differs from earlier petition, WJMR-TV said, because it is seeking temporary authorization rather than permanent modification of cp.

WDSU Inc. Seeks Ch. 12 At Beaumont-Port Arthur

FIRST application for newly assigned ch. 12 Beaumont-Port Arthur, Tex., was filed Friday by WDSU Inc. (WDSU-AM-FM-TV New Orleans). WDSU proposes 316 kw, $884,000 to build and $636,000 for first year's operating cost. WDSU interests (Edgar Stern and associates) hold almost 70% of WAFB-AM-FM-TV Baton Rouge, La., and 51% of WDAM-TV Hattiesburg, Miss.

KBMT (TV) Beaumont earlier this month requested authority to begin temporary operation on the Beaumont-Port Arthur ch. 12. KBMT, on ch. 31, operated for two years prior to going dark in mid-1956.

KFDM-TV Beaumont, on ch. 6, is the only station operating in the area. Port Arthur College received a grant last week for ch. 4 there, following a merger agreement with Jefferson Amusement Co.

Mohawk Still Wants Ch. 2 Or Ch. 7 in Utica, N. Y.

MOHAWK VALLEY TV Inc. last week asked the FCC to reconsider its request for assignment of ch. 2 to Utica, N. Y., or in lieu of that, assign ch. 7 to Utica. Mohawk had sought the assignment of ch. 2 there, which request the FCC failed to act on in its deintermixture actions early this month [B•T, March 4].

Mohawk said ch. 7 could be assigned to Utica by adding ch. 9 (deleted from Elmira, N. Y.) to Syracuse, N. Y., in lieu of ch. 8; moving ch. 8 to Carthage-Watertown, N. Y., for that hyphenated area's ch. 7.

Public Service Answers Attacks On FCC Grant of Miami Ch. 10

ATTACKS on the grant of ch. 10 in Miami by two losing applicants and WITV (TV) Fort Lauderdale, Fla. [B•T, March 18], were answered last week by winning applicant Public Service Tv Inc., subsidiary of National Airlines.

Public Service told the FCC that all three petitions should be denied. In support of this stand, it said that WITV's position already had been considered by the Commission and the courts in that station's protest of the grant of ch. 7 (WCKT [TV]) Miami. As to petitions filed by L. B. Wilson Inc. and North Dade Video Co., Public Service said that matters raised by them are a part of the record in the proceedings and that no new evidence was presented.

FCC Delays WWBZ Edict

THE FCC has delayed announcing supplemental initial decision in order to review the hearing examiner's findings in the renewal of license hearing of WWBZ Vineland, N. J. The broadcasting of horse racing information, which was the reason for the denial of renewal, has not been a part of the station's programming for over two years. WWBZ first applied for renewal in February 1952, and was denied in November 1955 [B•T, Feb. 18].

LIVE-COLOR SURGERY... met with enthusiastic public response at **KOMO-TV,** Seattle

Editorial writer Louise Bresky of *The Seattle Times* had this to say about the program:
"The human heart—symbol of man's spirit and essence of his existence—made its American open-circuit color television debut... in one of the most absorbing telecasts of the season... done with taste and a flattering assumption of viewer-maturity."

There was the question, before this operation was telecast, of what public reaction would be. Quite possibly it would stir up controversy and criticism.

The response was overwhelming—*and unanimously favorable.* "Truly remarkable," "Educational," "Designed to inspire confidence in surgery"... phrases extracted from the many letters received.

If the viewer's intelligence is respected, rare indeed is the area of life where the camera need fear to tread. As a result of this colorcast—the first of its kind in the world—we re-confirmed our belief that the public is appreciative of that which stirs... stimulates... and educates. The horizons of our medium are unlimited.

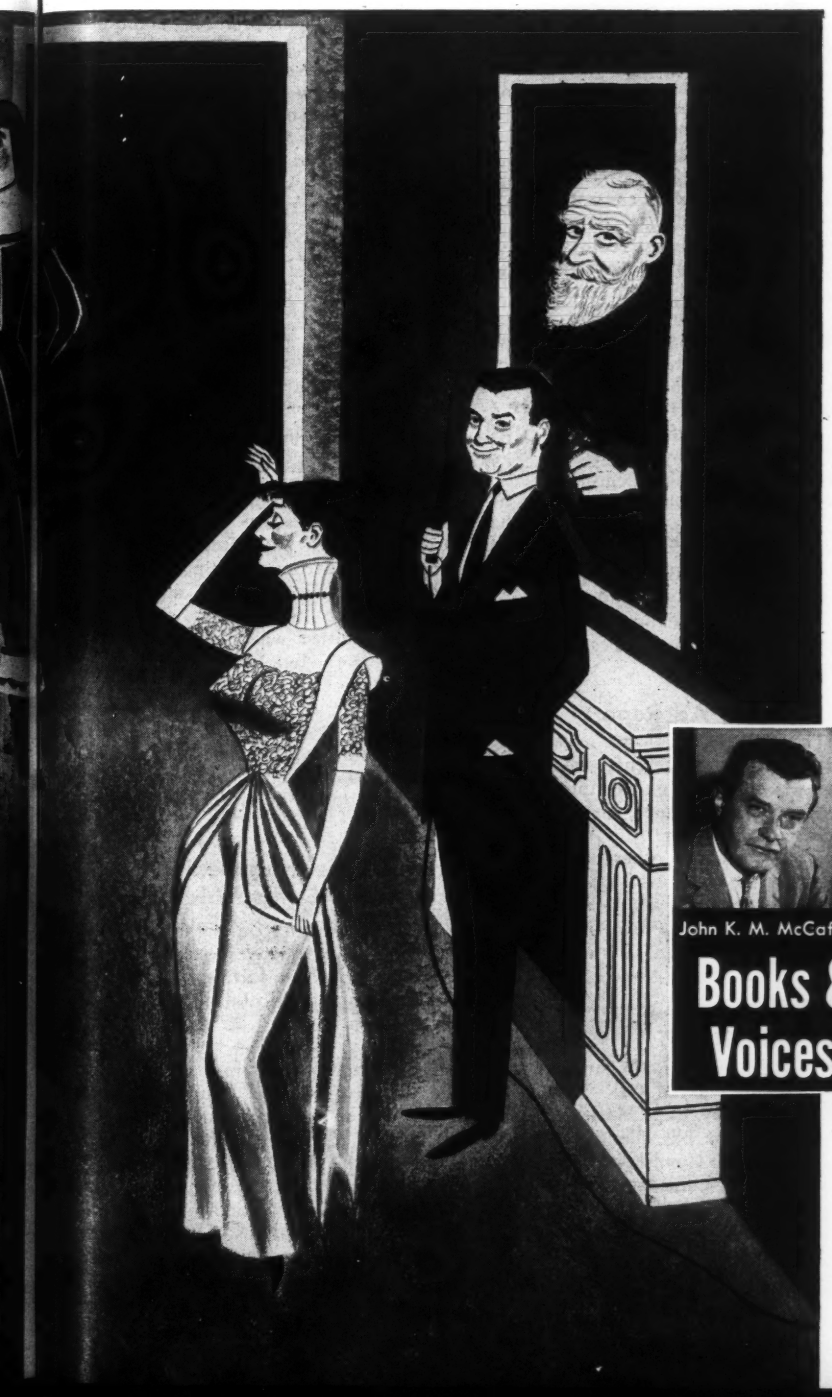
for greater influence KOMO TV in Seattle and Western Washington

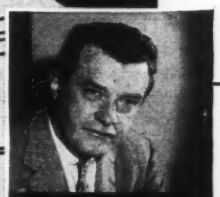
CHANNEL 4 NBC *the COLOR station*

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE

"Sarah Bernhardt got $1,000 a day . . .

and she got it in gold"





John K. M. McCaffery

Books & Voices

That's the late Fred Allen talking on "Books and Voices." The conversation continues. "You had to pay her every night . . . when the sun went down. She was always afraid that she would die during the night and you might owe her something."

Here's Grace Metalious defending her "Peyton Place." "I don't think it's terribly fair of anyone to say I was making an effort to be deliberately shocking. I was not. I did the best job I knew how with the characters I had to work with."

It's not always authors who speak. Another evening a college girl describes the heroine of a recent novel. "She seems to be the *tiredest* young lover I've ever read of!"

Books come alive on WBC's new radio program "Books and Voices," a sort of literary salon of the air. John K. M. McCaffery of "Author Meets the Critics" and TV newscasting fame is the moderator and editor. By adroitly mixing specially taped interviews, authors' readings of their own works, and music with his book reviews, he adds the dimension of sound to modern literature. George Bernard Shaw . . . Dylan Thomas . . . Wilson, Taft and Teddy Roosevelt—the people who make books worth reading make wonderful listening on WBC.

"Books and Voices" follows the WBC tradition of great public service programs designed to entertain while informing. Its enthusiastic reception wherever aired confirms our belief that *broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX

TELEVISION—**BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

"Books and Voices," Bergen Evans' "Of Many Things," and Helen Parkhurst's "Growing Pains," are available to educational stations everywhere, on request to Richard Pack, Vice President-Programming, of Westinghouse Broadcasting Company, Inc.

PROGRAM THEMES IN THE "BOOKS AND VOICES" SERIES:

"Much Ado About Me" by Fred Allen
"Bonjour Tristesse" and "A Certain Smile" by Francoise Sagan
"A Treasury of Jazz" by Eddie Condon, and "History of Jazz" by Hodier
"Peyton Place" by Grace Metalious, and "With Love From Gracie" by Grace Heggar Lewis
"This Hallowed Ground" by Bruce Catton, plus other Civil War books
"Poetry of Dylan Thomas" by Dylan Thomas
"The American Presidency" by Clinton Rossiter
"American Heritage Reader" and "Our Literary Heritage" by Van Wyck Brooks and Otto L. Bettmann
"George Bernard Shaw" by St. John Irvine
"Circle of Guilt" by Fredrick Wetham
"Children's Books and Records"—a review
"North With the Spring" and "Autumn Across America" by Edwin Peale, plus other nature books

BMI ENTERS PROBE VIA ASCAP CHARGES

- **Proposed study broadened**
- **House unit to eye squabbles**

PROPOSED investigation into voting and royalty distribution squabbles within the American Society of Composers, Authors & Publishers by a House subcommittee will be broadened to include a probe of ASCAP complaints against Broadcast Music Inc., a spokesman said last week.

Joseph L. Nellis, special counsel for the House Small Business Committee's Subcommittee No. 5 (distribution problems) headed by Rep. James Roosevelt (D-Calif.), said he hopes to hold a closed conference May 11 with both ASCAP leaders and members who have complained that ASCAP's royalty distribution methods and election formula are "unfair and inequitable" [B•T, March 18]. There are some 60 complaints against ASCAP, he said.

Sometime after that he will talk to BMI executives, with a hearing to be scheduled afterward, probably in New York, Mr. Nellis said.

Queried on why the subcommittee plans to hold a two-pronged probe—one into intra-ASCAP difficulties and the other into ASCAP's charges that BMI and broadcasters discriminate against ASCAP music—Mr. Nellis said that any investigation involving ASCAP "sooner or later" involves BMI. He read part of an ASCAP letter to the subcommittee citing charges identical to those made against BMI in the hearings held in New York last fall by the House Antitrust Subcommittee.

The Roosevelt subcommittee counsel said hearings would be held because facts cannot always be obtained from reading records (presumably the record of the House Antitrust Subcommittee).

"Our interests are different" from those of the Antitrust Subcommittee, which was looking for instances of monopoly, he continued. The Roosevelt subcommittee is interested in determining "if the small businessman is being squeezed," he said.

Unlike the Antitrust Subcommittee, which did not take its testimony under oath, the House Small Business Committee and its subcommittees have a policy of always swearing in witnesses, Mr. Nellis said. BMI representatives had complained that ASCAP witnesses testifying before the Antitrust Subcommittee later refused to affirm charges made there when testifying later under oath in the Songwriters of America suit against BMI and broadcasters.

Evins Group Charges Monopoly, Wants Agencies Under Congress

REP. JOE L. EVINS (D-Tenn.) last week recommended that appropriate legislative committees of the House consider the recommendations of the House Small Business Committee and its Subcommittee No. 1, which he heads.

The small business group's report [B•T, Jan. 7] charges monopoly in broadcasting and other industries and recommends legislation to remove the "centralized power of the Executive Branch" over federal regulatory agencies by giving complete control of them to Congress. The report was based on hearings last year by the Evins subcommittee. All Republican members of the Small Business Committee dissented to the report.

Last week, Rep. Evins entered lengthy excerpts from the report in the *Congressional Record* after House approval of HR 6070, providing fiscal 1958 funds for federal agencies. He said he joins House Speaker Sam Rayburn (D-Tex.) in the latter's request for an investigation by the House Commerce Committee's Special Legislative Oversight Subcommittee on whether federal agencies are carrying out the laws enacted by Congress (story page 46).

Rep. Evins said the Small Business Committee report has been "highly commended by lawyers, business concerns, and by many officials of our independent agencies and commissions themselves."

WINNER'S BURDEN

CONGRESS may be busy, but even that body finds it hard to ignore the problems besetting the recently-deposed tv quiz contest hero, Charles Van Doren.

Rep. Walter Rogers (D-Tex.) and Rep. Edgar W. Hiestand (R-Calif.) both entered newspaper articles in the *Congressional Record* last week which played up the huge income tax bite being taken from Mr. Van Doren's contest winnings of $129,000 on NBC-TV's *Twenty-one* quiz show.

Rep. Rogers said the tax take (leaving Mr. Van Doren only about $29,000) "clearly and concisely points up one of the grave dangers of the individual-incentive philosophy . . . ." Rep. Hiestand said the "real winner" was not Mr. Van Doren, but the U. S. Treasury.

Stennis Seeks Govt. Ad Report

SEN JOHN STENNIS (D-Miss.) has asked for a detailed report from Defense Dept. on how much is being spent on recruiting advertising by the various armed services, which, he feels, are spending "too much money" on tv, billboard and other advertising. "It seems to me that every time I turn on the tv there is some new appeal for the Navy, the Army, the Air Force or the Marines to join," he said. Sen. Stennis is acting chairman of the Senate Armed Services Committee.

Bills Would Prohibit DST

PROHIBITION of the use of Daylight Saving Time is proposed in a bill (HR 5771) which has been offered by Rep. Harley O. Staggers (D-W. Va.). The bill, identical to one introduced in the 84th Congress by Rep. Staggers, would make it a misdemeanor to use any system but Standard Time, with a fine of $100 for violation, effective next Jan. 1. Rep. Joseph P. O'Hara (R-Minn.) also is author of bills to outlaw DST.

'Budget' Committee Proposals Introduced in Senate, House

PROPOSALS for a joint House-Senate "budget" committee—to act as a watchdog over the Bureau of the Budget and federal agencies in their requests of funds for the latter—have been introduced in both the House and Senate.

HR 5753, authored by Rep. Peter W. Rodino Jr. (D-N. J.), calls for seven members of the Senate Appropriations Committee and nine members of the House Appropriations Committee, with the majority party holding the balance of power.

A proposal (S 1585) by Sen. John L. McClellan (D-Ark.)—introduced in behalf of himself and 61 other senators—would fix such a joint committee membership at seven members each from the respective House and Senate appropriations committees. Similar measures have passed the Senate in the three previous Congresses, but have never been brought to a vote in the House, Sen. McClellan said.

As envisioned by Sen. McClellan, the joint committee would inform itself and in turn inform Congress on the fiscal requirements of the various government agencies instead of depending entirely on information submitted by the Budget Bureau and the respective agencies. The proposals follow recommendations made by the Hoover Commission, he said.

A bill (HR 6128) identical to the McClellan proposal was introduced by Rep. Marguerite Still Church (R-Ill.).

Bill Would Stop Withholding Of Government Information

SEN. Thomas C. Hennings Jr. (D-Mo.) has introduced a measure in the Senate which would prevent government information being withheld from public perusal.

The bill (S 921) is a follow up to the formation of the Senate Constitutional Rights sub-committee which is headed by Sen. Hennings [B•T, Jan. 14].

The Hennings sub-committee has its counterpart in the House which is headed by Rep. John E. Moss (D-Calif.). The purpose behind both committees is to shake loose information which has been classified by the executive branch of the government.

Motion for Rehearing Denied Lar Daly by U. S. Appeals Court

MOTION for rehearing on an appeal for suspension of FCC directives was denied in U. S. Court of Appeals a fortnight ago when Lar Daly, perennial political aspirant, sought a time extension to April 22 to prepare a new petition.

Mr. Daly sought a declaratory judgment that the directives were "unjustified" and asked they be set aside by order of the Seventh District (Chicago) Appellate Court. According to the FCC directives, issued April 11 and Oct. 31, 1956, Mr. Daly was not a legally qualified candidate under Sec. 315 of the Communications Act and therefore not entitled to equal time sought from the major radio-tv networks.

Celebrating 10 Years of Service to Farmers and Ranchers

MURRAY COX

Farm Editor WFAA Radio

It's hard on the nerves . . . Murray bounding into the studio about 5 minutes before air-time. But that's what it takes to get his first-hand information. Almost 30,000 road miles a year . . . hitting the back roads . . . talking to farmers, to civic clubs, to rural youth organizations.

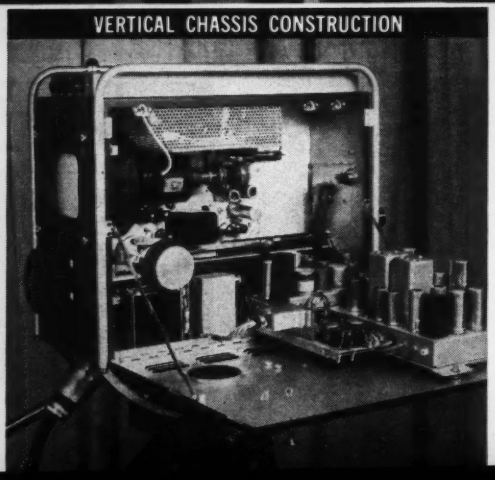
April 1st marks Murray Cox's "10th Anniversary" on WFAA Radio. The tributes paid him on this occasion have been many . . . the most rewarding of these coming from the everyday farmers and ranchers saying, "Thanks, Murray, for the wonderful help you've given us!"

WFAA
820 · 570
50 000 WATTS 5000 WATTS
D A L L A S
NBC · ABC · TQN

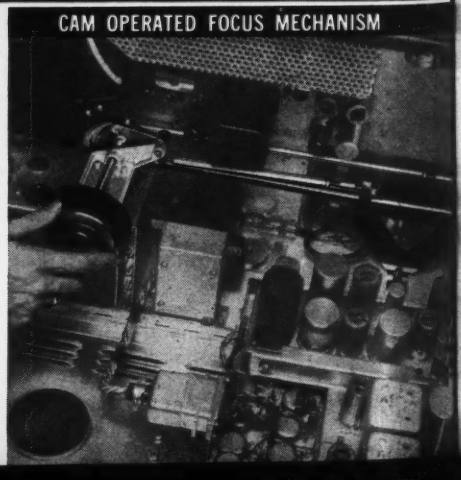
RCA Vidicon

TYPE TK-15 VIDICON CAMERA

7-INCH BUILT-IN VIEWFINDER



VERTICAL CHASSIS CONSTRUCTION



CAM OPERATED FOCUS MECHANISM

Studio Camera for Live Broadcast Use

Camera Design Combines Broadcast Equipment Standards with Operating Economy of the Vidicon Tube

For the first time the economy of vidicon operation is available in a live studio camera designed to Broadcast standards. RCA Broadcast engineers have incorporated the latest in techniques and circuitry into the TK-15 Vidicon Camera for TV studio use. The result is a camera which offers the same kind of operating convenience as other RCA Broadcast cameras. It provides high-quality pictures for flip card commercials, live news programs and other scenes on which the light level is adequate for vidicons.

See your RCA Broadcast Sales Representative for additional information; or write for illustrated brochure containing complete particulars. In Canada: write RCA VICTOR Company Limited, Montreal.

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

Camden, N. J.

These Advanced Features:

- EXCELLENT PICTURE QUALITY WITH PROPER LIGHTING
- BUILT-IN 7" VIEWFINDER, 4 LENS TURRET FOR BROADCAST TYPE OPERATION
- QUICK AND PRECISE OPTICAL FOCUS ASSURED BY NON-LINEAR FOCUS MECHANISM
- SIMPLIFIED SET-UP AND OPERATION PROVIDED BY FEEDBACK STABILIZED CIRCUITRY
- 14-INCH RACK-MOUNTED OUTPUT AMPLIFIER MAY ALSO BE HOUSED IN FIELDCASE FOR REMOTES
- COMPLETE ACCESSIBILITY OFFERED BY VERTICAL CHASSIS CONSTRUCTION WITH HINGED SUB-CHASSIS

Celler Group to Hold Hearings On Baseball Antitrust Proposal

THE House Antitrust Subcommittee will hold hearings on pending baseball bills, Chairman Emanuel Celler (D-N. Y.) said last week. Rep. Celler earlier had said he did not feel hearings were necessary.

Kenneth Harkins, subcommittee co-counsel, said several other bills currently undergoing hearings by the subcommittee will receive priority, however. Rep. Celler and Rep. Patrick J. Hillings (R-Calif.), a member of the parent House Judiciary Committee also headed by Rep. Celler, both have introduced bills to place baseball under antitrust laws.

The bills were offered following a U. S. Supreme Court decision last month making professional football subject to the antitrust laws [B•T, March 4]. Rep. Celler later had said he saw no need for hearings, but Rep. Hillings and Rep. Kenneth Keating (R-N.Y.), a subcommittee member, both called for hearings.

Rep. Celler reported his changed decision on hearings after learning that Baseball Commissioner Ford Frick had invited the 16 big league club owners and major and minor league officials to a meeting to determine policy on baseball legislation.

Rep. Oren Harris (D-Ark.) is author of a bill to exempt football, baseball, basketball and hockey from antitrust laws. This bill was referred to the House Commerce Committee, of which Rep. Harris is chairman.

Rep. Magnuson Seeks Comments On Tv Booster Licensing Bill

REP. DON MAGNUSON (D-Wash.) said last week he has asked for the views of the FCC, Defense Dept., Civil Defense Administration and the Bureau of the Budget on his bill (HR 2225) which would require the Commission to license tv booster stations.

More than 25 booster stations in the state of Washington and 200 elsewhere now are operating, he said, and his bill calls on the FCC to license them.

He noted two booster stations in Washington have been permitted to remain on the air pending resolution of appeals of FCC cease-and-desist orders and that the FCC has not pressed its cease-and-desist orders against several other tv boosters in the state. More tv boosters are being put into operation in Washington and elsewhere, he added.

Warson Corp. Denies Making False Ad Claims for Product

THAT its tv, radio and newspaper advertising claimed Warsene capsules are an effective treatment against the pains of arthritis and rheumatism was denied by the Warson Products Corp., St. Louis, Mo., in answer to a complaint issued by the Federal Trade Commission.

Located at 314 North Broadway, St. Louis, the company denies the FTC complaint, issued Jan. 18, of misrepresenting its product as an effective treatment for arthritis and rheumatism. The FTC charge asserts that the capsules will do no more than give temporary relief for minor aches and pains.

The corporation says it has claimed that Warsene capsules (1) contain several active ingredients; (2) are made like a doctor's prescription; (3) are a new and substantially different kind of preparation; (4) are a buffered formula and will not cause stomach upset, and (5) are the result of research done by and for the company. Warson officials deny these claims are false, and ask the FTC to dismiss its complaint.

WHEN senators get together, the subject under discussion is not necessarily lawmaking. The topic being discussed here is a birthday cake for *Capitol Cloakroom,* CBS Radio public affairs program which begins its 10th year on the air April 1. Each of the three senators above is giving Ray Holland, head baker of the Senate Restaurant, his idea of what it should be. L to r: Everett Dirksen (R-Ill.); Mr. Holland; Ralph E. Flanders (R-Vt.), and John J. Sparkman (D-Ala.). Mr. Holland diplomatically refused to say which recipe he'll use.

Bill Cutting FCC, FTC Budgets Passes House, Goes to Senate

THE House passed Wednesday the Independent Offices Appropriations bill (HR 6070) for fiscal 1958 and sent it to the Senate. The House, following the recommendations of the House Appropriations Committee, cut the FCC budget from the $8,950,000 estimate of the Budget Bureau to $8,300,000, a difference of $650,000.

The FTC budget was cut from the $6,250,000 estimate to $5,950,000, a reduction of $300,000.

In the Senate the bill will be referred to the Senate Appropriations Committee's Independent Offices Appropriations Subcommittee headed by Sen. Warren G. Magnuson (D-Wash.), who also is chairman of the Senate Interstate & Foreign Commerce Committee.

The House-approved FCC budget, with the $650,000 cut, still is $472,000 more than the 1957 appropriation of $7,828,000, but the Commission for fiscal 1958 must for the first time contribute $455,000 to the employes' retirement fund—which almost completely offsets the increase.

Removal of All-Channel Set Tax Not Mentioned in Omnibus Bill

AN OMNIBUS BILL making a number of technical changes in excise tax law—which was being drafted last week by the House Ways & Means Committee—will contain no proposal on the removal of the 10% federal manufacturers excise tax on all-channel tv sets, a spokesman said Wednesday.

The proposal to remove the tax on tv sets which receive both uhf and vhf programs is being deferred for action at some later time, but he was unable to say when such action would come. Broadcasters, the Senate Commerce Committee and RETMA called for removal of the tax as a major means of helping uhf television during hearings last November and December by the committee's Excise Taxes Subcommittee headed by Rep. Aime J. Forand (D-R. I.).

The measure being drafted last week is a "clean bill"; i. e., contains a minimum of controversial proposals which would make it subject to extensive debate or amendment on the House floor, the spokesman said.

The bill would levy a new 10% excise tax on tape and wire recorders.

Commission Compiling Answers To Commerce Committee Queries

THE FCC still was drafting replies last week to written questions submitted by several senators the week before during the Commission's appearance before the Senate Commerce Committee.

Most pointed questions came from Sen. Thomas C. Hennings Jr. (D-Mo.), who asked about antitrust questions that might be involved should the FCC make a tv grant to CBS in the contested four-way ch. 11 case pending in St. Louis. Sen. Hennings first brought up the subject in correspondence with the FCC, although not referring to the ch. 11 case by name [B•T, March 11].

Other questions concerning tv translator stations and tv boosters came from Sens. Wayne Morse and Richard L. Neuberger, both Democrats of Oregon, and Sens. Mike Mansfield (D-Mont.) and John A. Carroll (D-Colo.). All four senators were concerned about the effect translators and boosters might have on existing stations or local tv channel assignments in a community.

The FCC testified in the Senate committee hearings that it is being careful in granting translators in communities where competition would be given local or possible future local stations.

Neuberger Wants Govt. to Pay

SEN. RICHARD L. NEUBERGER (D-Ore.) has proposed that the federal government bear the basic election costs of candidates campaigning for federal offices. His latest proposal was in testimony March 14 before the Senate Special Lobby Investigating Committee. The Oregon Democrat introduced legislation to this effect in the 84th Congress.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost per thousand.* (Nielsen & SR&D)

They serve this amazingly rich inland market — with more people than Iowa — and effective buying income of almost $4.3 billion, nearly triple that of the metropolitan Dallas market. (Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

Storer Lashes Back At Sale Objectors

STORER Broadcasting Co.'s fight to acquire ch. 9 WMUR-TV Manchester, N. H., and move it closer to Boston got down to bare knuckle level last week. In a hard hitting reply to last month's McFarland letter from the FCC, Storer fired back a 72-page printed brief in which it accused objectors to the sale and move of being animated purely by competitive reasons.

The Commission, it is understood, considered the Storer filing last Wednesday at regular meeting day, but failed to reach a conclusion.

Pendency of an application by Television for New Hampshire Inc. for the ch. 9 facility pending license renewal was understood to have caused Commission to defer action till next week. WMUR-TV's license expires April 1.

On the horizon, it is reported, is a massive objection to the move and sale to be filed by Westinghouse Broadcasting Co., owner of WBZ-TV Boston. Storer's purchase and the ch. 9 move to the area of Georgetown, Mass., has been opposed by not only WBC, but also WNAC-TV Boston and a group calling itself Committee for New Hampshire Tv.

The move is necessary, Storer and WMUR-TV declared, because otherwise Manchester will lose its station. Boston stations regard Manchester in their coverage areas, the brief stressed, and the only way WMUR-TV can remain operative is to make the move closer to Boston.

To Be Manchester Station

However, it was emphasized that WMUR-TV would continue to be operated as a Manchester station. Storer even offered to accept the Commission approval, conditioned on operation as a Manchester station. One issue has been whether WMUR-TV at its new site can put a city-grade 77 dbu signal over all of Manchester. This can be done, it was declared, and if it is shown in actual operation that there is a discrepancy, the grant can be revoked.

Storer offered to commit himself to originate all film programs and 50% of the live programs in Manchester; to establish a rate card for Manchester advertisers that would be half of that charged Boston advertisers, and to maintain a full operational staff (program, sales, engineering, administrative and executive) in Manchester. It also said it was prepared to spend $300,000 in building news studios and offices in Manchester.

Storer also answered the question of concentration of control by detailing ownership of other multiple owners, including networks indicating that Storer concentration is least of all.

Internal Revenue Axe Misses Star's Personal Corporations

RADIO, TV and Hollywood stars and independent producers who have personal holding companies have been accepted as business corporations and will pay the regular 52% corporation tax, the Internal Revenue Service ruled last week.

The new ruling was, in effect, a compromise. IRS had written some regulations last year which would, for tax purposes, have invalidated the holding companies and subjected some of the industry's biggest money makers to personal income tax payments as high as 92%. Moreover, under the previous regulations, the higher income tax would have been retroactive to 1954 [B•T, Jan. 28].

IRS ruled last week that if overhead costs are at least 20% of the gross income of the company, the 52% corporate tax prevails. But if the "name" should pay out less, then he would be subject to the higher personal income tax rate even with the corporation behind him.

Bill Would Extend Licenses To Five Years For AM-FM

BILL to extend the license periods of am and fm broadcast stations—but not tv broadcast stations—from three to five years was offered last week by Rep. Donald E. Tewes (R-Wis.). But the Wisconsin Republican said a mistake had been made in drafting the bill and he would withdraw it and submit another to authorize extension of television licenses, too, at the suggestion of the FCC.

Rep. Tewes said he offered the measure (HR 6216) after being asked to introduce a bill to extend broadcast licenses by the Wisconsin Broadcasters Assn. But the state group did not ask specifically for license extension for am and fm broadcast stations only, he said.

Bills to extend to five years the license periods of both am-fm and tv broadcast stations have been introduced by Reps. Gardner R. Withrow (R-Wis.) and Oren Harris (D-Ark.).

Charles Frederick Becomes 12th FCC Hearing Examiner

FCC last week named Charles J. Frederick, an attorney with the office of Opinions & Reviews, to the position of hearing examiner. Mr. Frederick served as hearing examiner on a temporary basis from 1953-55.

Following World War II Army service, Mr. Frederick practiced law in Dallas. He also was associated with the National War Labor Board and Civil Aeronautics Board and in 1948 became special assistant attorney general of the State of Iowa. He joined the FCC in the hearing examiner's post in November 1953 and went from there to the Broadcast Bureau.

With Mr. Frederick's appointment the Commission now has 12 such examiners.

KGW Teamster Tapes Subpoenaed

TAPED interviews by KGW-AM-TV Portland, Ore., with Clyde Crosby, Portland teamster union official, have been subpoenaed by the special Senate Labor Racketeering Committee headed by Sen. John McClellan (D-Ark.), the stations have reported. The tapes were aired on KGW and KGW-TV news programs The Senate group currently is investigating alleged labor union racketeering in Portland.

NARTB Asks Relief For Small Stations

NARTB last week asked Congress to exempt small-market radio and tv stations from the overtime provisions of the Wage-Hour Act in testimony before the House Labor Standards Subcommittee headed by Rep. Augustine B. Kelley (D-Pa.).

Charles H. Tower, NARTB employer-employe relations manager, was flanked at the hearing by John L. Cole Jr., general manager of WHLF South Boston, Va., who appeared as a "typical small-market broadcaster" and recited his troubles under the overtime provision.

Mr. Tower said small-market broadcasting from an economic point of view is a local product market industry similar to those industries which have been excluded from the minimum wage and overtime provisions of the act. Some of these exempted industries are directly competitive with broadcasting, he said. NARTB does not ask exemption for small market broadcasters from the minimum wage provisions, he noted.

NARTB asks overtime exemption for small-market stations, he said, because the size of the market is the "most significant determinant of the level and structure of revenues and costs and because it will place all stations in a market on the same competitive basis" where wage-hour regulations are concerned. NARTB doesn't believe such an exemption would alter significantly the employment and compensation levels in small-market broadcasting, Mr. Tower added.

Small markets would be determined as cities, towns and other political subdivisions of 50,000 population or less which fall outside standard metropolitan areas.

There would be 1,937 radio and 156 tv stations, affected by such an exemption, according to NARTB estimates, the House group was told. Some 16,000 employes of these stations would be affected, he said.

Mr. Tower made a similar argument in testifying March 1 before the Senate Labor Subcommittee headed by Sen. John F. Kennedy (D-Mass.).

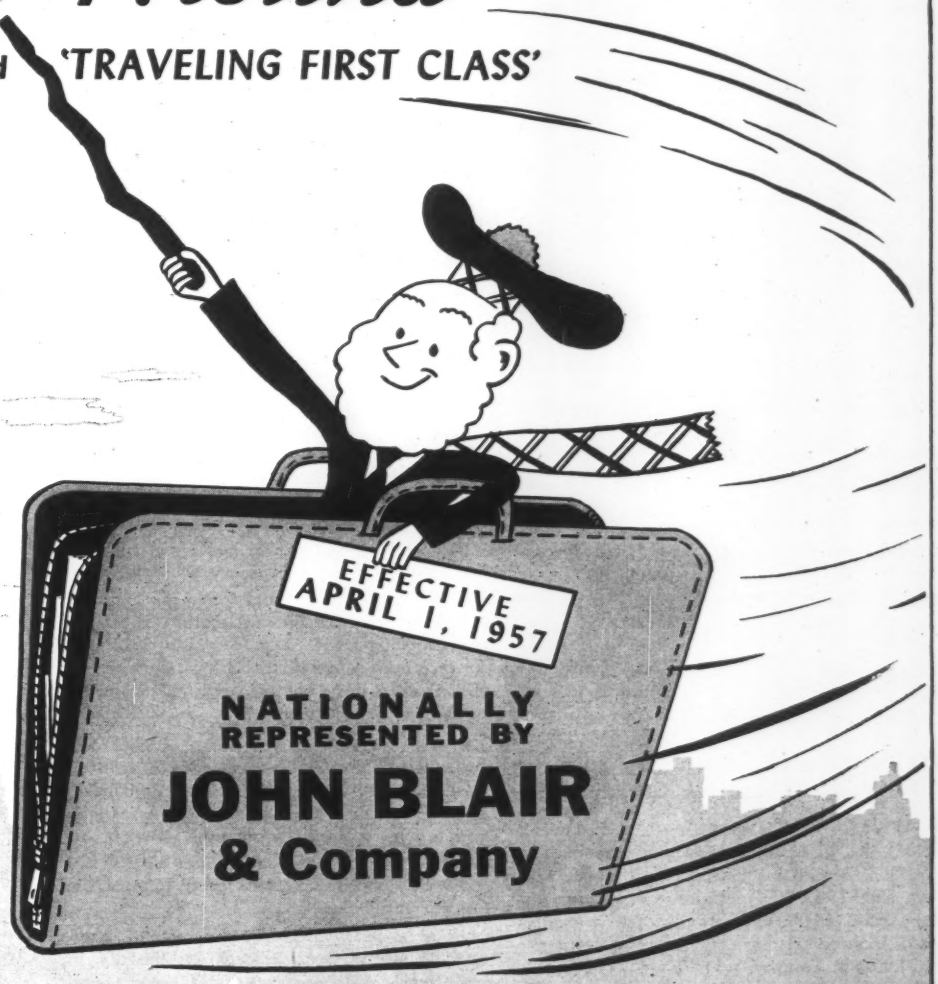
FCC Protest Filed by KIKI Requests Stay of KHVH Grant

KIKI Honolulu, Hawaii, has filed a protest with the FCC of the Feb. 2 grant of a new am station (KHVH) in Honolulu to Kaiser Hawaiian Village Radio Inc. [B•T, Feb. 18] and asked that the grant be stayed. KIKI questioned the economic ability of Honolulu to support a 10th am station, the financial qualifications of the grantee and the character qualifications of 50% owner Hal Lewis, KGU Honolulu disc jockey.

The protestant claimed that the nine operating stations in Honolulu had a combined profit of $65,000 in 1955. KIKI also charged that Mr. Lewis had indicated on the air during purchased time on other area stations that KHVH already was broadcasting. Kaiser is the permittee of ch. 13 KHVH-TV, which also is facing an economic injury protest.

Getting Around

and 'TRAVELING FIRST CLASS'



The New

KTSA

Radio San Antonio ★ A McLENDON STATION

John Blair & Company Offices Located In:

NEW YORK • CHICAGO • ST. LOUIS • DETROIT • DALLAS • LOS ANGELES • SAN FRANCISCO • BOSTON • ATLANTA • SEATTLE

KELP, KILT-TV Sale Receives FCC Approval

THE sale of KELP and KILT-TV El Paso, Tex. was among 11 approved by the FCC last week. McLendon Investment Corp. sold the stations to KELP Television Corp. for $750,000. KELP owners are Joseph Harris (40%), Norman Alexander (40%) and Richard E. Jones (20%). The new owners operate KXLY-AM-TV Spokane, Wash.

Some of the other sales approved are:

Town & Farm Co. sold KIOA Des Moines, Iowa to Public Radio Corp. for $185,000. Public owner, Lester Kamin, owns 20.5% of WMRY New Orleans and KCIG Shreveport and 33⅓% of WCKG (TV) New Orleans.

Lucille R. Lansing sold 20% interest in KLTV (TV) Tyler, Tex. to Marshall Pengra for $7,460. Mrs. Lansing owns KGKB Tyler and Mr. Pengra owns 33⅓% of WATO Oak Ridge, Tenn.

The Northern Corp. sold WMEX Boston, Mass. to New England Radio Corp. for $25,000 plus assumption of liabilities. New England equal partners are Nisse Grossman, Maurice Grossman, Reuben A. Grossman, Charles I. Seigal and Samuel P. Cohen. All have lumber interests.

Skagit Bcstg. Co. (C. H. and Edna Fisher) sold KAGT Anacortes, Wash. to Fidalgo Bcstg. Inc. for $40,000. James C. and Diane W. Frits are Fidalgo owners.

FCC Approval Asked For Sale Of KVDO-TV Corpus Christi

SOUTH TEXAS Telecasting Co., last week asked the FCC to approve its purchase of KVDO-TV Corpus Christi, Tex. [B•T, Jan. 14], for $194,000 (including obligations not to exceed $100,000). South Texas principals include Hubert J. Schmidt (former KVDO-TV employe), 17%; E. J. Healey, 17%; President Jose Garcia, 9%; Gabriel Lozano, Celso Guzman, Joe Garza and Nestor Cuesta (all present stockholders of the station), and others.

Mr. Lozano is the current president of KVDO-TV, Mr. Garcia is president of KCCT-AM-FM Corpus Christi and other principals in South Texas also have interests in KCCT-AM-FM.

Ch. 22 KVDO-TV is affiliated with ABC and CBS. The station's balance sheet, dated Dec. 31, 1956, listed current assets of $24,251, total assets $156,440, current liabilities $29,400 and a deficit of $54,718. Corpus Christi has two operating vhf stations, ch. 6 KRIS-TV and ch. 10 KSIX-TV.

WBBR Sale Gets Green Light; Protest of WEVD Dismissed

FCC last week dismissed a protest of WEVD New York and made effective its Dec. 12, 1956, grant of the sale of WBBR Brooklyn, from Watchtower Bible & Tract Society of New York to Tele-Broadcasters of New York Inc. Tele-Broadcasters paid $133,000 for the station.

WEVD had requested that its protest be dismissed. WBBR, WEVD and WHAZ Troy, N. Y., share time on 1330 kc. WEVD had claimed that Tele-Broadcasters was not financially qualified to operate the station and that the conditions of the sale were repugnant to the public interest. WBBR has been operating as a non-commercial religious station. Tele-Broadcasters plans to operate it commercially.

FCC Finalizes Ch. 11 Grant In Pittsburgh for WWSW Inc.

CH. 11 WIIC (TV) Pittsburgh was given a go-ahead signal last week when the FCC finalized its July 22, 1955, grant of that facility to WWSW Inc. The station was authorized to operate with 316 kw and antenna 1,000 ft. above average terrain.

Ch. 16 WENS (TV) Pittsburgh had protested the grant, claiming that an agreement between WWSW Inc. and then competing applicant Pittsburgh Radio Supply House Inc. (WJAS that city), which gave Radio Supply an option to purchase 50% of WWSW Inc., constituted a new applicant. WENS sought to have its own application for the channel accepted by the FCC.

An agreement was reached late last month [B•T, March 4] whereby WENS dropped its protest and application. In return, WWSW Inc. paid the uhf station $200,000 for "out-of-pocket" expenses and $300,000 for its studio-office building and land. WENS was given a three-year lease to the property in return for $400 monthly rental.

Oscar Schloss is president of WWSW Inc., which is owned by the *Pittsburgh Post-Gazette* (William Block, publisher). The same interests own the *Toledo Blade* and is one of seven applicants for ch. 11 Toledo. (An initial decision was issued last week in the Toledo case, going against the *Blade*, see below.)

WIIC will be Pittsburgh's second commercial vhf station. Already on the air, in addition to WENS, are ch. 2 KDKA-TV and educational ch. 13 WQED (TV). Awaiting an initial decision is the case involving five applicants for ch. 4 there.

Bond Favors Great Lakes Over Field of 6 for Ch. 11

THE application of Great Lakes Broadcasting Co. for a new tv station on ch. 11 in Toledo, Ohio, was favored over six competing applicants in an FCC hearing examiner's initial decision issued last week. Twelve stockholders have varied interests in Great Lakes, headed by President Arthur W. Reichert (14.7%).

Losing applicants: The *Toledo Blade* (William Block and Paul Block Jr.), WTOD Toledo (headed by multiple-station-owner-industrialist Edward Lamb, 46%), Citizens Broadcasting Co. (Local 12 of United Automobile Workers [AFL-CIO] and the Toledo Industrial Union Council), WTOL-AM-FM Toledo (Frazier Reams, former congressman [Ind.-Ohio], 70%), Maumee Valley Broadcasting Co. (47 stockholders headed by President Bernard R. Baker II) and Anthony Wayne Tv Co. (20 stockholders headed by President Mason B. Jones).

Examiner J. D. Bond favored Great Lakes —but not necessarily over all applicants in each category—in the area of diversified local business interests and civic activities of its principals (11 of 12 stockholders are Toledo residents), over-all merit of the programs proposed, integration of ownership and operation and diversification of control of communications media. Mr. Bond cited the past broadcast experience of the only Great Lakes principal not a Toledo resident, Seymour N. Siegel, since 1947 director of radio communications for New York City (WNYC-AM-FM).

The favored applicant proposed a power of 316 kw, antenna 879 ft. above average terrain, estimated construction costs of $747,411 and $800,000 for first year operation.

FCC Okays Transmitter Moves At Rock Island, Philadelphia

THE FCC last week approved two tv transmitter moves. WHBF-TV Rock Island, Ill. (ch. 4), is moving its transmitter about 15 miles southeast of that city, which will put a grade B signal in Peoria (recently deintermixed to all uhf) and extend service to Galesburg. Peoria's vhf ch. 8 was moved to the Davenport-Rock Island-Moline area in the FCC's deintermixture actions early this month [B•T, March 4].

WRCV-TV Philadelphia, Pa., plans to share its antenna with WFIL-TV and move its transmitter about four miles southwest of present location. The WRCV-TV move was approved, but the FCC said it reserved the right to take future action depending on the outcome of the government's antitrust suit against RCA-NBC in Philadelphia [B•T, March 10, 1956].

FCC Terminates Rule Making; One-City Identification Remains

ALMOST a year to the day after it instituted rule making proceedings on tv station identifications to more than one city, the FCC denied petitions for amendment of the rules by WVEC-TV Hampton, Va., and WDSM-TV Superior, Wis.

However, in refusing to amend the rules governing location of main studios and identification, the Commission said "although we do not believe that *blanket* exceptions should be permitted . . . we do not on the other hand conclude that it would not necessarily be in the public interest to deny all requests for the authorization of official multiple city identification."

The Commission said it would review future requests by stations to identify itself with more than one city "in the light of all the relevant local circumstances."

The Commission issued its proposed rule making March 21, 1956, to change the present stipulation that stations are licensed to serve and identify themselves with only one "principal community." A station may request authorization to identify itself with a city lacking a commercial channel assignment, provided it is located within 15 miles of the city to which the channel is assigned.

Why N.W. Ayer Timebuyer Selects Crosley WLW Stations for Philip Morris

"One of the things I look for when selecting stations is service. That's why I always consider WLW Stations for Philip Morris Cigarettes. The Crosley Stations give their full cooperation and personal attention to each advertiser . . . to constantly improve time availabilities . . . to really leave a 'call for Philip Morris' across the board."

Isabel Ziegler

Isabel Ziegler, N.W. Ayer Timebuyer.

Like N.W. Ayer's Isabel Ziegler, you'll get full cooperation—availabilities, talent, promotion and merchandising. So before you buy, check with your Crosley WLW Representative. You'll be glad you did!

WLW-T *Cincinnati* **WLW-C** *Columbus* **WLW-D** *Dayton* **WLW-A** *Atlanta* **WLW** *Radio*

Sales Offices: New York, Cincinnati, Chicago

Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

Construction Permits Granted By FCC for Five Am Stations

THE FCC last week granted construction permits for these new radio stations: Grand Junction, Colo.—Mountain States Broadcasting Corp., 620 kc, 10 kw daytime. E. Anson Thomas, former manager of KFXJ Grand Junction, is president and 51% owner of permittee corporation.

Panama City Beach, Fla. — Regional Broadcasting Co., 1480 kc, 500 w daytime. Regional co-owners are Harold E. and Helen W. King. Mr. and Mrs. King also own KBTM-AM-FM Jonesboro and KGHI Little Rock, both Ark.

Cedar Falls, Iowa — Jane A. Roberts, 1250 kc, 500 w daytime. Mrs. Roberts and her husband, Cecil, own KREI Farmington, KCHI Chillicothe and KBIA Columbia, all Missouri, also KCRB Chanute, Kan., and WINI Murphysboro, Ill.

Lake Providence, La. — Radio Service Co., 1050 kc, 250 w daytime. Equal partners are Emmet H. McMurry and Frank W. Baldwin, owners of WJPR Greenville, Miss.

Richwood, W. Va. — Royal Bcstg. Co., 1280 kc, 1 kw daytime. Equal partners are David B. Jordan, 25% owner of WNRG Grundy, Va., Herman G. Dotson, 50% of WNRG and John B. and Don C. Dotson, coal interests.

FCC Grants Am at Phoenix After Poole Drops Protest

FCC last week dismissed the protest of John Poole Broadcasting Co., at Poole's request, to the Dec. 5, 1956, grant of a new am at Phoenix, Ariz., on 740 kc, to Q Broadcasting Co. (KEUQ) and made the grant effective immediately.

Poole had protested the grant, claiming it planned to file for the same facilities but did not do so when an agreement was reached with Q to purchase an interest in the station, which agreement, it said, was not honored [B•T, Feb. 4]. The Commission set the grant for hearing on the basis of the Poole protest.

KEUQ said there had been a misunderstanding concerning the agreement and offered (1) to give Poole an option to purchase stock in the station or (2) pay Poole $4,500, which represented Poole's expenses in preparing an application and subsequent protest. Poole informed the Commission that it was taking the second choice. Poole owns stations in Los Angeles, Fresno and Avalon, all Calif.

WPAB Bows Out of Ch. 7 Race, Leaving One Tv Bidder in Ponce

WPAB (Portorican-American Broadcasting Co.) Ponce, P. R., last week withdrew its application for ch. 7 there, leaving George A. Mayoral-William Cortada as the only remaining applicant. Comparative hearings on the qualifications of the two applicants were scheduled to begin before an FCC hearing examiner next month.

Portorican-American asked the Commission to withdraw its application because of the health of its president, general manager and major stockholder, Alfonso Gimenez Aguayo. Mr. Gimenez was advised by his doctor not to assume the additional duties necessary in preparing and taking part in a comparative hearing, plus the construction and operation of the ch. 7 station if awarded grant.

Mr. Mayoral is executive vice president of WJMR-TV New Orleans and WORA-TV Mayaguez, P. R.

Committee Dismisses Petition About 'Luther' Cancellation

THE Action Committee for Freedom of Religious Expression last week asked the FCC to dismiss its petition asking for a hearing on the license renewal of WGN-TV Chicago [B•T, Feb. 25], at the same time indicating the Commission may need to act on its own.

The hearing was requested following WGN-TV's cancellation of the "Martin Luther" film just before Christmas 1956. It was charged that the station had failed to meet its public service obligations. The film subsequently has been scheduled for showing by WBKB (TV) Chicago April 23 and recently was shown on WISN-TV Milwaukee.

The immediate goal of the Action Committee will have been achieved with the showing of the film by WBKB, the committee said in dismissing its petition. The group, which represents the Church Federation of Greater Chicago, the Lutheran Council of Greater Chicago, the Midwest Region of the National Assn. of Evangelicals, plus 40 other religious and lay groups, said that it had sought to avoid "censorship" by bringing facts to the public in the hearing.

Many discussions were held with leaders in the broadcasting industry prior to filing of its petition for a hearing, the Action Committee said, "but at no time were representatives of the Action Committee . . . offered the opportunity of discussing the matter with those responsible for the policies of WGN-TV. . . .

"In view of the momentous nature of this problem, it may be that your Commission will feel that its statutory responsibilities require further exploration of this matter. Certainly any dereliction upon the part of WGN-TV cannot be cured by the deed of WBKB," the committee concluded.

Clarksburg Fight Ends

THREE year-long fight by the *Clarksburg* (W. Va.) *Exponent-Telegram* against the $250,000 sale of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, W. Va., to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio) came to an end last week when the newspaper filed a request with the FCC withdrawing its protest.

The withdrawal request was conditioned, however, on the Commission granting the sale to the WSTV Inc. interests (Berkman-Laux and associates). Included also was a notice that WSTV Inc. would reimburse the newspaper for up to 40% of the cost of prosecuting the sale, but in any event to pay the newspaper not more than $12,600.

Cecil Highland, publisher of the *Clarksburg Exponent-Telegram* died last year.

KIVA (TV) Moves to Block Wrather-Alvarez Ch. 13 Plan

CH. 11 KIVA (TV) Yuma, Ariz., last week asked the FCC to delete authorization of Wrather-Alvarez Broadcasting Co. to construct a tv station (KYAT [TV]) on ch. 13 Yuma, or in the alternative, designate for hearing W-A's request for extension of its cp.

W-A, whose KYAT cp expires today (Monday), has asked the FCC to reallocate ch. 13 to El Centro, Calif. KIVA charged that W-A does not intend to construct and operate a tv station in Yuma and is requesting an extension of the KYAT cp "merely for the purpose of obtaining a favorable consideration upon its rulemaking petition so that it may file an application for modification of its construction permit to change the operating assignment to El Centro." KYAT received its grant in January 1956.

Also last week, KXO El Centro informed the Commission that it would apply for ch. 13 if that facility is reassigned to El Centro.

Utah Votes Recreational Funds To Build Translator Stations

A BILL permitting counties, municipalities, school boards and other governmental subdivisions to use recreation funds to build and operate tv translator stations became Utah law a fortnight ago when signed by Governor George D. Clyde. The bill passed by 19-6 in the Senate and in the House by 49-9. It was expected that the new law would add 70,000 viewers to Salt Lake City's three tv stations. Television is defined (in the final form of the bill) as a recreational and educational facility, along with parks, playgrounds and swimming pools, eligible for funds raised by taxation.

Seeks Nacogdoches, Tex., Ch. 19

EAST TEXAS Broadcasting Inc. has applied for ch. 19 Nacogdoches, Tex., seeking 20.1 kw with antenna 292 ft. above average terrain. The applicant estimated construction costs at $42,500, with $45,000 for first year operation.

East Texas principals are equal-owners Lee Scarborough, T. Gillette Tilford and Joe D. Prince. Mr. Scarborough owns KELS-FM Nacogdoches; Messrs. Tilford and Prince are local businessmen. The station would be built at the site of KELS-FM, two miles southeast of the city.

Celler Offers Passport Bill

A RESOLUTION (H Con Res 153) was introduced last week by Rep. Emanuel Celler (D-N. Y.) to express congressional intent that the State Dept. should grant a passport for reporting in foreign countries to any duly accredited newsmen assigned abroad by his employer. In a statement accompanying introduction of the measure, Rep. Celler criticized Secretary of State John Foster Dulles' recent action in withholding passports from newsmen for Red China and said, "It is eminently unfair to our press to intimate, as Mr. Dulles has intimated, that accreditied newsmen would be easy prey for Chinese propaganda."

Who could sell her anything now...except
THE NATION'S VOICE
ONE OF A SERIES OF FULL PAGE ADS APPEARING REGULARLY IN THE NEW YORK TIMES

Politz shows concentrated use of leading radio stations gives startling advantage

The *one* advertising medium that qualifies as the constant, inseparable companion of the American people is receiving new attention from experienced advertisers. They're finding radio's tremendous power can be used with great efficiency with the strategy that's called the Nation's Voice.

Alfred Politz Research, in 5 separate major market studies, found that in each area one radio station stands out unmistakably as the leading station. These stations attract the largest audiences. They lead by very important margins in gaining the confidence and respect of the consumers they serve.

Among 3,000 stations now broadcasting, just 48 leading stations are needed to bring 85% of the U. S. population within your reach. That's why the selective technique of concentrating on this relatively small group of 48 leading stations is so efficient. That's why it's called the Nation's Voice.

The huge, immediate power of the Nation's Voice makes it the fastest, most flexible and economical of mass media. It is readily adaptable to any promotion—large or small—national or regional—without the gamble of long range commitments or costs that mount treacherously above budget. The Nation's Voice technique is practical whether you have $25,000 to spend or more than a million.

The whole story is contained in a brief presentation, carefully documented from Politz Research findings. Call the Christal office nearest you.

POLITZ DOCUMENTS EFFICIENCY AND ADVERTISING POWER OF LEADING RADIO STATIONS

One station in each of five major markets measured stands out clearly as the leader:

1. *It attracts the largest listening audience . . . on an average day by as much as 4 to 1 over the second station; up to 16 to 1 over the weakest.*
2. *Its programs are voted best in every one of 8 different categories.*
3. *Its service features are credited with being the most reliable and complete.*
4. *Its commercials are considered to be the most reliable.*
5. *It is relied upon and trusted . . . the one station people would tune to for information in an emergency.*

First on every list are these 14 Great Radio Stations covering ¼ of all America

WBAL — Baltimore
WBEN — Buffalo
WGAR — Cleveland
WJR — Detroit
WTIC — Hartford
WDAF — Kansas City
KFI — Los Angeles
WHAS — Louisville
WCKR — Miami
WTMJ — Milwaukee
WHAM — Rochester
WGY — Schenectady
WSYR — Syracuse
WTAG — Worcester

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

TRANSISTOR'S POTENTIAL FOR TV HIGHLIGHTS IRE EXHIBIT IN N.Y.

- **Transistors to affect future set design size**
- **Will increase performance, life expectancy of sets**
- **Magnetic tape recording, color tv sessions also heard**

THE TINY transistor—which is rapidly replacing the vacuum tube in many phases of the electronics industry—was the hero of last week's convention-exhibit of the Institute of Radio Engineers in New York.

Hinted at the technical sessions was the far-reaching and revolutionary effect on tv circuitry, design and actual size of sets that the transistor holds for the future. Tv receivers in years ahead can be expected to be smaller, more compact, render a better performance and have a longer life expectancy, the engineers were told.

Although the transistor was the topic most talked about by scientists, the IRE's wonder show and technical sessions freshened a multitude of aspects of future electronic developments. Among these were latest advancements in automation, earth satellites and guided missles.

While actual broadcasting developments revealed were few, many advances of related importance were stressed. Sessions touched on magnetic tape recording, on color tv design advances, on video test signals (see separate story), on an "electronic bridge" that bypasses need of relays and cable, on automation and "micro-miniaturization."

Pose High Barrier

Experimental work in the laboratory has pointed the way for developments to come in applying the transistor to tv set circuitry. As yet there are requirements in the tv set which pose a high barrier for the transistor. These basically center on the high power supply source.

But, as expressed by E. M. Creamer Jr. of the Philco Corp., laboratory study of the transistor in tv receiver design, while in the elementary stage, is progressing.

Monochrome sets employing transistors already have been built in the laboratory. Transistor use in color receivers is also deemed probable, although the high power problem becomes more acute than with black-and-white.

Best progress to date has been made in the portable tv set. Experimental receivers, which have made partial use of transistors, have a small picture tube size (8 to 10-inch screen). This points up the problem of employing transistors in circuitry—the picture tube is too big for transistors to work properly.

An RCA speaker—Larry A. Freedman of RCA Labs in Princeton, N. J.—outlined design considerations in the first stage of transistor receivers. His paper analyzed noise performance in the broadcast band of a transistor r-f stage fed by a capacitive type antenna. An RCA Labs colleague, D. D. Holmes, discussed a six-transistor portable receiver that employs a complementary symmetry audio output stage.

In a talk to newsmen on Monday—the IRE convention was held from Monday through Thursday—Dr. Malcolm H. Hebb, manager of general physics research at General Electric's research lab, presented his views on "New Frontiers in Solid-State Physics."

Much of the current high interest in solid-state research has been stimulated by the "solid-state's most glamorous product: the transistor," Mr. Hebb asserted. The transistor business, non-existent only five years ago, totaled about $12 million in 1955, grossed $30 million in 1956 and by 1960, he estimated, should reach $200 million.

New applications for the transistor are around the corner, Mr. Hebb continued, citing as an example its use in the transatlantic telephone cable. He estimated that of 12 million transistors made last year, about half were used for entertainment, mainly personal portable radios and some for automobile radios. About one-eighth of the total went into communications service and another eighth into computers and digital devices with a quarter in such other applications as hearing aids.

Mr. Hebb anticipated still greater growth in transistor sales, 25 million this year, perhaps as many as 400 million in 1965 with most uses at first relying heavily on entertainment—i. e., radio and tv sets.

He predicted that portable, table and clock radios will be nearly 100% transistorized and that "extensive use in television can be expected, depending on some complicated economic and design factors."

At the same time he pooh-poohed the death of the vacuum tube, indicating that new advances in its use and capability will make for healthy competition in electronics between the transistor on the one hand, and the vacuum tube on the other.

Word of a highly technical phase of electronics—a study of equipment reliability—was disclosed Thursday at the IRE. Work along this front has been lodged with the Defense Dept., which is under pressure of the military's guided missile program. Expressed simply, reliability evaluation means mathematical methods of taking the bugs out of a system. One commercial application that may result: tv and radio sets that will function "indefinitely" without failure.

Federal Telecommunications Labs, research division of International Telephone & Telegraph Corp., displayed equipment that can handle simultaneously at least 120 telephone channels along with a tv program.

Among the links of this type planned or in the process of installation by Federal is a 238-mile system between Puerto Rico and the Dominican Republic and a 240-mile bridge between the Mediterranean islands of Sardinia and Minorca to form the backbone of a communication link connecting Spain and Italy. Still other links for military use are being installed in Europe and North Africa.

Of interest in the radio-tv field was a report on the use of mountain obstacles to strengthen radio and tv signals. This is a reverse English type of theory that finds mountains can bend uhf waves toward the earth instead of blocking them. In technical language, the phenomenon is known as "obstacle gain."

R. E. Lacy of the Signal Corps' engineering labs at Fort Monmouth, N. J., described a series of tests made at 40 different locations in California. He reported that the tests verified that sharp mountain peaks blocking the transmission path between the transmitter and receiver actually strengthened (that is, improved) the signal on the other side by as much as 100 million times compared to what it would have been with no mountain in the way.

Mr. Lacy's tests were conducted over a wide range of frequencies above 50 mc (range used for vhf and uhf television as well as other communication services).

Actually this result was first noticed by American soldiers during the Korean War. They discovered that radio reception was improved in the mountainous terrain, but could not account for it.

It later was found out that uhf radio waves, which act similarly to light waves, bend toward the ground when passing over sharp mountain ridges. Now, according to Mr. Lacy, the tests in California have made it possible to compute the obstacle gain accurately and to locate transmitting and receiving sites to take advantage of the phenomenon.

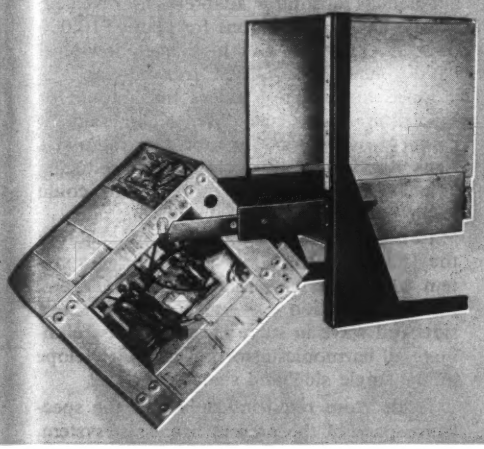
Color television came in for a brief look in a Wednesday afternoon session. Aside from a review of proposals for color tv

ENGINEERS WOOED, PURSUED

A BIG SEARCH was on last week for the man who "has engineering degree, will travel." This was the unofficial theme of one well-publicized phase of the Institute of Radio Electronics convention held in New York. With a critical shortage of technicians, most large electronics firms were openly running recruiting campaigns at the IRE meeting; New York newspapers ran big advertisments presenting hours and places for interviews; the west wall of the ground floor at the Coliseum had a bulletin board listing more than 1,000 jobs, and many companies had hospitality suites for interviewing in the larger New York hotels. One company advertised a $500 reward for an electronics engineer—"your man or you," and still other firms offered such inducements as a more desirable climate or a more promising future.

TV Transmitter Monitor

the newest and most complete equipment for transmitter monitoring and testing



Advanced Mechanical Design

Everything — initial installation, operation and maintenance — can be done from the FRONT of the rack.

- Entire chassis slides out of relay rack into extended operating position; tilts for access to rear or bottom.
- All tubes, internal circuit adjustments, cables, and plugs are within easy reach.
- Unique chassis marking is so comprehensive that most maintenance can be performed without need of instruction book or circuit diagram.
- Flow lines showing signal paths between tubes, adjustments and test points immensely simplify circuit tracing—Red-Amber-Green color code flags attention, clearly marks relative importance of various adjustments.
- Key voltages are conveniently checked by panel meters — pin jacks permit rapid check against normal current and voltage values printed at each test point.

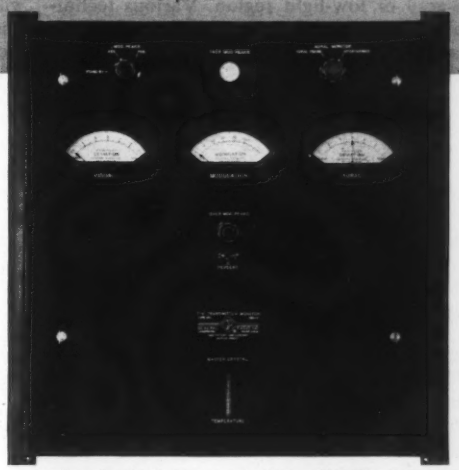
Type 1184-A TV Transmitter Monitor, $2650

. . . meets all FCC standards for black-and-white or color tv, vhf and uhf channels. It monitors directly, separately, and independently the aural, visual, and intercarrier-separation frequencies . . . it performs all aural modulation functions and makes possible complete noise and distortion measurements . . . it has provision for remote monitoring and for Proof of Performance measurements . . . and, it performs a number of useful additional functions not yet required by the FCC.

This precision instrument can be depended upon to maintain program transmissions at a high level of technical quality. It makes possible tests that simplify and speed transmitter installation adjustments and maintenance. As a tool for detecting and localizing troubles, it is of value both in terms of time and money.

The complete intercarrier circuit built into this instrument allows monitoring of the same type of signal driving the audio stages of modern-day tv receivers. Any trouble noticed by home audiences simultaneously warns station personnel. Switching the Monitor from "Intercarrier" to "Direct Audio Carrier" immediately indicates whether the trouble is in the visual or audio transmitter.

This is the only tv monitor that provides for the measurement of intercarrier f-m noise, as well as for a-m and f-m noises on aural and visual carriers. All these measurements are important indicators of transmitter performance and are likely to be *required* in the future.



Conservative circuit design emphasizes reliability, long life, and high accuracy which will be retained for years. The instrument is built for 24-hour per day operation. Tolerances take into consideration the effect of time on components and the possible tightening of certain FCC specifications, they permit use of "off-the-shelf" tube replacements and provide for non-critical adjustments, insuring reproducible measurements.

Designed with an eye to the future, this Monitor promises maximum protection against early obsolescence. It is available through your tv-transmitter manufacturer as part of your transmitter package, or directly from General Radio.

G-R TV and Broadcast Monitors are used by twice as many a-m broadcasting and TV stations as all other makes combined

GENERAL RADIO Company

275 Massachusetts Avenue, Cambridge 39, Mass., U.S.A.

Broad Avenue at Linden, Ridgefield, N. J. **NEW YORK AREA** 920 S. Michigan Ave. **CHICAGO 5**

8055 13th St., Silver Spring, Md. **WASHINGTON, D. C.** 1150 York Road, Abington, Pa. **PHILADELPHIA**

1000 N. Seward St. **LOS ANGELES 38** 1182 Los Altos Ave., Los Altos, Calif. **SAN FRANCISCO**

On Display at NARTB Convention
CHICAGO — April 7-11 — Booth #1

- New TV Transmitter Monitor
- Modulation Monitor
- Distortion and Noise Meter
- System for Measuring Transmitter Harmonics
- Equipment for Studio Acoustical Measurements
- Motor Driven Variacs for Remote Control of Line-Voltage Settings.

standards in Europe, technical papers at the meeting narrowed down to one on the single-gun Choromatron tube (Lawrence tube) and three papers on Philco's development of the "apple" beam color system.

J. B. Chatten and R. K. Gardner of Philco explained how the color selection mechanism in the "apple" system differs from that in the three-gun display tube.

Another Philco group spoke on recent improvements in the apple tube, citing greater brightness, color saturation, contrast and changes in the screen and index geometry which have eliminated certain receiver functions.

A paper on a high-light aperture equalizer that is designed to restore fine detail to tv pictures—that is, making them sharp and crisp but without bringing up the noise to any proportionate extent was delivered by Michael V. Sullivan of CBS Labs.

The equalizer is an improved circuit for use in the wideband video circuitry that restores high frequencies to proper amplitudes. The present method of equalizing is a transversal-type filter circuit that has a severe limitation of increasing high frequency noise in the picture signal along with the high frequency information.

Mr. Sullivan's paper explained that the new equalizer circuit sharpens the picture by equalizing only the high-lights of the signal where the human eye is most sensitive to details and noise is kept at a minimum. It was noted that in many picture signals such as those obtained from an image-orthicon camera, noise is concentrated in the black-to-gray or low-light region. Various technical papers on radio propagation measurements and tests were presented, along with reports on developments in grids, cathodes, power vacuum tubes, antennas, etc.

Magnetic Field Covered

In addition to various talks on magnetic tape developments, Clarence B. Stanley of Ampex described an approach to the quantitative methods of evaluating magnetic recording system performance; and P. C. Goldmark and J. M. Hollywood of CBS Labs explained the "reverbetron."

This instrument is a special tape recorder that can be used to create an echo chamber effect. The magnetic tape reverbetron includes a conventional tape recorder transport mechanism with a total of five playback heads and one recording head used to produce the echo effect.

Still other sessions dealt with high-fidelity developments and automation aspects of electronics.

Dr. John A. Hannah, president of Michigan State U., was the speaker featured at IRE's annual dinner on Wednesday. He stressed the plight of higher education that has had greater demands pressed upon its facilities and called on American business to increase its assistance.

IRE's annual awards were presented at the dinner. The highest technical award, the Medal of Honor, went to Julius A. Stratton, Chancellor of Massachusetts Institute of Technology, for contributions to radio engineering developments; the Special Founders Award was made to Raymond A. Heising, former Bell Telephone Labs engineer, in helping to set up IRE headquarters and other contributions; The Morris Liebmann Memorial Prize was received by Oswald G. Villard Jr. of Stanford U. for work on meteor astronomy and ionosphere physics.

The Browder J. Thompson Memorial Prize went to Dudley A. Buck, MIT, for a paper on "The Cryotron," a super-conductive computer component; The Harry Diamond Memorial Award was made to George Goubau of the Signal Corps Engineering Lab for research in ionospheric physics and discovery of surface-wave transmission. Donald Richman's discoveries in color tv won the Hazeltine Corp. technical expert the Vladimir Z. Zworkin Television Prize, and the W. R. G. Baker Award went to three people for work on transistors (Raymond J. Kircher of Hughes Aircraft Co. and Robert L. Trent and D. Raymond Fewer of Bell Telephone Labs).

SINGLE SIDEBAND SYSTEM OPENS WAY TO DOUBLE AM STATION TOTAL

THERE is a new system of standard broadcasting on the air in the United States—and it could, in the ultimate, double the number of am radio stations in the country.

It is called "Compatible Single Sideband System" and is the development of Kahn Research Labs., Freeport, L. I. The new system is being tested on WMGM New York and has caused station operators throughout the country and abroad to display "considerable interest," according to Leonard R. Kahn, president of the laboratories bearing his name.

The system is designed to reduce fading at night, co-channel and adjacent channel interference during the daytime, and improve fidelity as compared to standard double sideband transmissions. One indication of broadcasters' interest is the whirlwind speaking tour before professional groups on which Mr. Kahn has embarked. He was invited to talk before the convention of the Institute of Radio Engineers last week (see story, page 68), will appear before the Radio Club of America in New York Thursday, and will speak at the NARTB convention in Chicago next month.

For the past month the system has been tested on WMGM with programs and signal broadcast daily on 1050 kc from 3 to 4:50 a.m. Only the lower side of the standard transmission band, along with the Kahn adapter, is being used with the upper portion of the band filtered out. Listeners are able to receive the signals on standard am receivers and, according to Mr. Kahn, optimum reception is obtained by detuning from 1½ to 2 kc below 1050 kc.

Mr. Kahn claimed that CSSB reception on 1050 kc is "even better" than standard double sideband transmission.

A spokesman for WMGM, who noted that a full report of the tests will be made to the FCC, which granted approval for the experiment, told B•T that engineers and other officials of the station are "tremendously excited" by the system and consider it a "revolutionary development." He said fidelity has been "very clear" and interference "greatly reduced." The tests on WMGM will continue through June.

Mr. Kahn told B•T that in the past month he has been "flooded" with requests for information about his system and about possible tests from broadcasters in the U. S. and Europe, and indicated that tests shortly will begin overseas. He observed that the Voice of America has been using the system on its Munich transmitter for about five months.

His system, Mr. Kahn said, differs from other methods of single sideband amplitude modulation in use in non-broadcast fields, in that the broadcast signal is modified in such a way that standard am receivers need no adapters. Transmitter adapters, he revealed, can be bought by stations for about $10,000 and can be used with high-level, low-level Chireix and Doherty type transmitters.

Since the system reduces the amount of spectrum space used, Mr. Kahn said, it could provide room for more am radio stations throughout the country. By reducing co-channel interference, the system could result in less station separation, he said.

In his technical discussion of CSSB before the IRE, Mr. Kahn explained that his system alters the amplitude modulation and phase modulation components of the single sideband wave in such a manner as to eliminate all harmonic distortion in the envelope of the single sideband signal.

Aside from requiring only half the spectrum space of the present broadcast system, CSSB's other advantages also were detailed in the technical paper. On improving co-channel interference, Mr. Kahn explained that if co-channel stations causing mutual interference were equipped with CSSB equipment, "there is a possible signal-to-interference gain of 30 DB when using special receivers. Tests and analyses of a number of standard home receivers indicate an approximate 6 to 8 DB gain in signal-to-interference. In addition to this effect, there is a reduction in beat note distortion which in am systems is caused by the phase beating of interfering carriers."

On adjacent channel interference, the paper explained CSSB "should provide a greater improvement in adjacent channel interference than co-channel interference."

CSSB "reduces selective fading distortion," Mr. Kahn said, which "would increase nighttime coverage. It may be shown that fading distortion is mainly caused by incorrect relative phasing between the carrier and the sidebands. When the carrier differs by 90 degrees from its correct phase, the signal, demodulated by an am detector, is completely distorted."

The phase relationships between the CSSB signal components are not critical and tests have shown that CSSB greatly reduces fading distortion, he added.

"This insensitivity to phase deviation is another reason for the reduction in co-channel interference," he explained. "When

You COVER the market at MINIMUM cost in UNCLE JERRY'S CLUB on WBEN-TV

Since 1955 over 3000 youngsters have appeared with "Uncle" Jerry Brick, genial emcee - and "talent scout" to Western New York's budding entertainers.

Sure, there's a COVER and MINIMUM at "Uncle Jerry's Club" . . . but it works in *your* favor!

This weekly Children's Program has been enjoyed every Sunday morning for the past two years by hundreds of thousands of youngsters and adults. They find the variety-entertainment of talented tots a high-spot of leisurely Sunday viewing.

And you'll find it the right spot for your product promotion! If you want to reach children and people interested in children—and who doesn't?—you'll do it quickly and economically by participating in Uncle Jerry's Club.

Our sales department and our national representatives, HARRINGTON, RIGHTER AND PARSONS, will be happy to arrange a table for you — up front at ringside! Contact them for costs and availabilities.

WBEN-TV channel 4

CBS in Buffalo

THE PIONEER STATION OF WESTERN NEW YORK

the undesired signal has a carrier frequency approximately equal to that of the desired carrier frequency, the combined carriers will be phase modulated at a low frequency rate. This wave will then go in and out of proper phase and there will be a form of beating distortion. CSSB reduces this problem."

On improving fidelity, Mr. Kahn told IRE, CSSB waves require only one-half the normal bandwidth and "there is a possible 3 DB improvement in signal-to-noise. Full advantage of this signal-to-noise improvement would require more selective receivers. However, many home receivers are now too narrow for proper double sideband operation and therefore high frequency, high intelligibility components of voice are attenuated. Therefore, CSSB offers improved fidelity or improved signal-to-noise."

New Video Test Signal Techniques Discussed

TECHNICAL experts in tv are confident that a video test signal could be transmitted successfully during the vertical blanking interval of program transmission.

This was the consensus of experts at a panel session last Tuesday on "New Operational Techniques Concerning Video Test Signals" at the Institute of Radio Engineers convention in New York (see stories, page 68 and 74).

The video test signals of various amplitude and frequency would be transmitted on a continuous basis during normal program transmission.

Advantages and possibilities for use were described to B•T as follows:

√ FCC could at any time determine certain characteristics of a station's tv signal (for example, frequency response) by running out its field truck.

√ Permit the station to fix its light levels by testing the levels of network transmission.

√ Help the tv repairman in the home.

√ Eventually—once the signals are standardized and know-how of additional complexity is learned—it will be possible for the networks and stations to use a cue system.

The signals would appear on either the top and bottom and in the corners of the video tube. Since the tube is overscanned, the signals will not be visible to the public. The testing device would be used for both black-and-white and color tv.

These test or extra signals are pulses of various amplitudes and frequencies and, in color, in various phases. It was conceded by the panel members that a test signal in the vertical period was desirable in determining the working of the transmission system.

Sending the test signals would change the standard of the broadcast signal, particularly in the field sync. A challenge to the engineers is the composition of standards which would bar any deterioration to the picture, particularly on marginal receivers.

R. N. Harmon, Westinghouse Broadcasting Co., New York, was chairman of the panel which included; J. R. Popkin-Clurman and F. Davidoff, Telechrome Mfg. Corp., Amityville, N. Y.; J. W. Wentworth RCA, Camden, N. J.; R. M. Morris, ABC, New York; W. B. Whalley, CBS, New York; H. C. Gronberg, NBC, New York; J. Thorpe, AT&T, New York; E. W. Chapin of FCC; A. St. Marie, CBC, Montreal.

At the IRE technical sessions, NBC provided a paper on the video test signal proposal, entitled "A Dynamic Standard Signal for Color Television Systems."

The paper explained that it was felt necessary to transmit "some type of information that would establish a signal reference level" in order to improve both monochrome and color tv broadcasting.

NBC said the signal inserted for a short period in the vertical blanking interval "permits the establishment of the following amplitudes or levels: sync, burst, chroma and white."

Differential gain and phase measurements, the paper continued, may be made of the system while it is carrying a tv program. NBC discussed the philosophy and evolution of the signal and the means for electronically generating and inserting the signal into the tv system. Tests made were described and their meaning evaluated.

Zenith Reports Earnings, Sales Drop in '56 Statement

ZENITH Radio Corp. last week reported a $1,855,774 decrease in earnings for 1956 and an $11,375,150 reduction in consolidated sales, along with reduced inventories, in its annual statement for stockholders.

Earnings for 1956 totaled $6,178,717 and consolidated sales, for the year, $141,529,855, reported E. F. McDonald Jr., Zenith president. Corresponding figures for 1955 were $8,034,491 and $152,905,005, respectively, Mr. McDonald said.

Last year's earnings represented $12.55 per share, second highest in any complete fiscal period in the company's history, Mr. McDonald noted.

He pointed out several factors "aggravating" radio-tv set industry problems in 1956, among them: firms which went out of business, inventory liquidation, introduction to low-cost portable tv receivers "priced with practical regard to manufacturing costs," and "premature and unwarranted emphasis on color television as a competitor for black and white."

Zenith moved to counter an industry trend the last six months of 1956 by increasing its average unit price for tv over the first half of the year, Mr. McDonald said. The company's production and sales of radio receivers gained substantially in 1956, with increased percentage of total radio and high fidelity sales.

RCA Ships to Four

NEW equipment shipments reported last week by RCA included a 2-kw transmitter to KOMO-TV Seattle (ch. 4), visual portion for standby; a 12-section superturnstile antenna to KETV (TV) Omaha (ch. 7); a 12-section superturnstile to WSOC-TV Charlotte, N. C. (ch. 9), and a six-section superturnstile used antenna to KHVH-TV Honolulu (ch. 13).

Sales Losses in '56 Reported by DuMont

ALLEN B. DU MONT Labs last week reported a loss of $3,887,000 on sales of $47,401,000 in 1956 after a tax carryback of $1,262,000, and a reserve of $1,688,000. as compared with a loss of $3,674,000 on sales of $66,378,000 in 1955. The lower sales figures for 1956 were said to reflect the absence of broadcasting income since the spin-off of the DuMont Bcstg. Corp. in December 1955.

D. T. Schultz, DuMont Labs president, advised stockholders in the company's annual report that losses from product in television (tv sets, cathode-ray tubes and television transmitters) "overbalanced the profitable and improved results of the remainder of the company's operations." He said DuMont's policy in television will be to concentrate "entirely in the highest quality portion of the receiver business."

Mr. Schultz also noted that last September DuMont Labs entered into an agreement with Chromatic Television Labs., whereby DuMont has undertaken a program designed to put Chromatic's single-gun color tube and the color tv set using this tube into production on a practical, commercial basis.

Mr. Schultz reported that the company had made "positive gains" in areas of the electronics business away from television. He referred to "increased volume and profit in instruments and special tubes and "to the strengthening of the Government and research divisions to increase the company's participation in the important electronic defense production and development business."

A complete redesign of manufacturing facilities for production of DuMont television receivers, high fidelity equipment and radios is being effected at the East Paterson plant of DuMont.

Production will be interrupted while plant re-layout is completed during the month of April, although there will be no disruption of distributor and consumer service.

Keachie Named to New RCA Post

APPOINTMENT of James H. Keachie as manager of the RCA Washington (D. C.) broadcast office was announced Thursday by Dana Pratt, manager of broadcast field sales, RCA broadcast and television equipment department. Formerly an RCA broadcast field sales representative in the Cleveland regional office, Mr. Keachie has been with the corporation in broadcast sales and engineering activities since 1936. He succeeds C. D. Pitts, who recently was advanced to manager, RCA Radiomarine Sales, San Francisco district.

MR. KEACHIE

1957
THE YEAR OF THE
HARD SELL

VENARD, RINTOUL & McCONNELL, INC.

OFFERS

The Lamp Of EXPERIENCE*

	OUR EXPERIENCE	CHECK YOUR NEEDS
Station Sales Experience (local)	✓	
Station Sales Experience (national)	✓	
Station Ownership Experience	✓	
Station Sales Management Experience	✓	
Station Program Management Experience	✓	
Station Research Experience	✓	
Station Finance Experience	✓	
Station Promotion Experience	✓	
Representation Management Experience	✓	
Representation Sales Experience	✓	
Representation Research Experience	✓	
Network Relations Experience	✓	
Network Sales Experience	✓	
Technical Experience	✓	

**I have but one lamp to guide my feet, and that is the lamp of experience.*
—Patrick Henry

Balanced Experience

VENARD, RINTOUL & McCONNELL, INC.

TV & Radio Station Representatives

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

Convention Headquarters Conrad Hilton Hotel

756 EXHIBIT AT IRE CONVENTION

FOUR floors of New York's huge Coliseum were packed with exhibitions of latest electronics developments at the Radio Engineering Show held last week in conjunction with the Institute of Radio Engineers' 45th annual convention (see story, page 68).

At least 756 exhibitors displayed their wares at Electronics Row, about 45 more than in last year's mammoth exhibit. The exhibits vied with the attention and time of some 50,000 engineers from all over the world, who could attend 55 technical sessions (at which some 280 papers were presented).

Among the electronic apparatus and techniques shown or demonstrated:

A commercial over-the-horizon microwave system that utilizes a frequency band broad enough to carry tv signals was unveiled by Federal Telecommunication Labs, a division of International Telephone & Telegraph Corp. The system uses the technique of transmitting microwaves into the troposphere and recapturing them by reflection at a point beyond the earth's curvature.

Federal Telecommunication and its sister division, Federal Telephone & Radio Co., also displayed a new solid-state switching diode to make telephone switching devices all-electronic; a four-foot long cylinder traveling wave amplifier tube that can transmit microwaves on all frequencies without tuning adjustments and said to have almost "unlimited usage for radio and tv"; a vhf spectrum recorder that gives continuous and simultaneous visual recordings of all transmissions in the vhf range from 30 to 330 mc; an uhf millivoltmeter to calibrate signal generators, to determine signal levels and to measure minute voltage levels.

Other equipment by Federal: a line of vacuum tubes for multiple uses in radio, radar and similar transmission; various types of new cable including one for super-high temperatures, and samples of miniature coaxial cable; a vhf power signal generator to provide enough amplitude to permit readings throughout the vhf band; a new bar graph oscilloscope that permits simultaneous display of 40 separate signals; and still other measuring systems.

New Picture Tubes Shown

In RCA's exhibit, the firm's new line of 110-degree tv picture tubes and its latest color picture tube development (in all-glass envelope) were featured, along with tv camera tubes—from the image orthicon used in standard studio cameras to the tiny ½-inch Vidicon camera tube for miniature tv cameras.

Nearly 100 RCA electron tubes were on display. These ranged from the tiny "pencil" triode to super-power tubes for uhf use and in tv transmitters. Various RCA transistor types, including a "drift" transistor, were included. Two-way field radio telephones (walkie talkie) of the World War II type on up to the latest transistorized models were in the RCA exhibit, as well as liaison communications unit for airborne use and other equipment applicable to military uses.

RCA's exhibit was of an unusual design, 40-feet long and rotund-shaped. A mural of original sand sculpture depicted current applications of electronics in varied industries. A special treatment of colored lights, inspired by RCA's color tube, played on the bas relief and reflected a kaleidoscope of color.

The current reduction made in the depth of portable and monochrome tv sets was dramatized by suspending the new tube by nylon cord against a lucite panel on which the old tube type was superimposed.

A novel feature of the engineering show this year was the Princeton Tube Collection, sponsored by the Mycalex Corp. of America and the IRE. This consisted of more than 6,000 tubes ranging from the earliest Edison "effect" to the most modern 600 kw tube. Described as one of the most comprehensive kinds of collections in the world, the exhibit presented an historical panorama of electronics and was displayed to mark the 50th anniversary of the patenting of the original electron tube.

Included were nearly 30 original specimens of tubes made by Thomas A. Edison, Fleming "valves," and original examples of the de Forest electron tube. Samples of more than 40,000 different types of tubes which have been developed and which have contributed to the electronics field were seen.

Evolution of Tubes

At its exhibition booths, Sylvania Electric Products had on display a dramatization of the tv picture tube's evolution from the tadpole-appearing long tail, small screen (10-inch) tubes of 11 years ago and the interim sizes and shapes along the trend toward shorter tubes with larger picture area. Latest model was the lightweight, 110-degree magnetic deflection tube of the Sylvania line.

Other Sylvania features included two high-frequency decade counter tubes; a "white noise" vibration test on realiability of subminiature tubes; power transistors; photodiodes and counter tubes and a new microwave display device called the "Wamoscope."

Aside from the maze of technical equipment, the IRE show—the "greatest on earth" for the electronics field—highlighted an "Operation Snow White." The latter was sponsored by General Electric which had nine girls operating in a miniature plastic factory room where they produced high reliability electronic tubes. The girls worked with their hands under glass and wore dacron uniforms to avoid dust and lint.

Test instruments for transistor application were among testing equipment, counters, totalizers and nuclear instrumentation shown by Baird-Atomic Inc., Cambridge, Mass.

Allen B. DuMont Labs' exhibit booths included a cathode-ray tube that writes faster than the speed of light (for counting high-speed nuclear reactions); a transistorized pre-amplifier (for use with oscilloscope); a vacuum tube voltmeter that combines 100 millivolt full scale sensitivity with dual and differential input features, and various new oscilloscopes.

Transistor developments highlighted Philco Corp's display. Philco showed all of its transistor line with emphasis on new silicon and micro alloy types.

General Electric had a wide range of electronic developments, such as a new line of encapsulated resistor-capacitor networks having radio and tv receiver applications in coupling, pulse-forming, and r-c filter networks; a voltage tunable magnetron (small metal and ceramic tube) that can control the frequency of electronic defense equipment; a high-power transmitting tube with a new cathode for use in scatter propagation, tv and data-link systems.

Assembled glass envelopes for vidicon tubes; metallized printed circuit board made of Fotoform glass; a new electrolytic level switch and an addition to its low-power glass resistor line, the LP-10, a 10-w unit available in ratings from 200 to 70,000 ohms and said to be specifically designed for tv, radio and hi-fi systems.

New developments in transistor uses were shown by Texas Instruments Inc.; new copper-clad material engineered especially to meet needs of radio and tv set makers was premiered at the show by Formica Corp., and for the first time in IRE show history, a special area was set aside for the display of electronic developments by 11 British firms or their U. S. representatives.

Medium-Priced Tape Recorder Introduced by Bell & Howell Co.

BELL & HOWELL Co. last Thursday announced its entry in the medium-priced tape recorder field with the unveiling of a new unit (Model 775) designed for widespread use.

Carl Schreyer, B&H merchandising manager, reported a "pause" button feature is particularly useful not only in transcription and dictation work but also during other recording and playback for interrupting sound momentarily without stopping the mechanism. Tape motion can be halted instantly during recording and playback as if with the use of a remote-control foot pedal.

The new model represents Bell & Howell's third in the tape recorder field, with suggested list price of $189.50 compared to its Stereotone (at $249.50) and Miracle 2000 ($299.50) units.

Future Scientific Developments Predicted by Sarnoff in Article

BRIG. GEN. David Sarnoff, RCA chairman of the board, predicts a single atomic battery will give a house electricity for many years; jet-propulsion and rocket-type vehicles will carry world commuters at speeds up to 5,000 miles an hour, and electronic machines instantaneously and accurately will translate one written language into another. He predicted these advances in his article, "What I See Ahead," appearing in the April *Reader's Digest*.

Even though invention and technology have traveled further in the last half-century than in all man's previous history, General

Again...

Detroit's Baseball Station

MICHIGAN'S MOST POWERFUL INDEPENDENT STATION

10,000 Watts Days . . . 1000 Watts Nights

1500 KC

TOPS IN NEWS, MUSIC and SPORTS

WJBK RADIO

All Detroit Tiger Games...
Night and Day...at Home and Away

A STORER STATION

Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES HDQTRS.
625 Madison, New York 22, N. Y.
PLaza 1-3940

RADIO POWERHOUSE

JOE SAYS YOU CAN BLOW A RING AROUND THAT!

Joe stokes a massive market in his new regional station. KELO RADIO'S new 1,032-ft. tower (the equivalent of 13,600 watts) erases county lines . . . a few state lines too . . . and delivers you multi-city coverage on one single rate card. What a radio powerhouse! What a buy for moving merchandise on a regional market scale!

KELO RADIO NBC

SIOUX FALLS, S. D.

One of the Midwest's Leading Radio Stations affiliated with NBC

JOE FLOYD, President

Evans Nord, Gen. Mgr. Larry Bentson, V.P.

Represented by H-R

Sarnoff is convinced that past scientific triumphs will be eclipsed in the next 20 years. He says that those single atomic batteries will not only supply electricity for homes but also for industrial plants. "At the same time the energy of the sun's rays will be effectively harnessed," he declares, citing a small radio powered by solar energy which he now has, the power of which is stored by a device that catches enough sunlight during the day to operate the radio at night.

In conclusion, General Sarnoff states: "As Isaac Newton said, we are merely picking up pebbles on the beach while the great ocean of truth lies undiscovered before us."

RCA TO TAKE WRAPS OFF NEW EQUIPMENT

- **Chicago exhibits set**
- **Over 15 new developments**

FIRST public showing of more than 15 new RCA developments in studio and transmitting equipment for radio and television stations will be made by RCA at the 35th annual NARTB Convention April 7-11 in Chicago.

"Much of the new equipment will be installed and operative in a complete RCA color television studio, which will be in continuous operation during the NARTB show," E. C. Tracy, manager, RCA Broadcast and Tv Equipment Dept., said Thursday.

Highlights of the RCA display include new products and equipment which will be exhibited for the first time. Among these are:

(1) A high quality monochrome television studio camera (TK-15), engineered with a vidicon pickup tube and advanced electronic circuitry for maximum economy in broadcast operations. Its features include a seven-inch kinescope viewfinder. Four-lens turret, built-in video operating controls and a new type non-linear optical focus which provides quick, precise focusing of subject at any point in the camera's viewing range.

(2) A "revolutionary" traveling wave antenna for operation in the vhf tv high band. Engineered with a slotted cylinder and a simple feed system, the new vhf antenna provides optimum vertical patterns and features a simplified structure with less windload and no protruding elements, RCA reported.

(3) A professional-type slide projector for tv stations which features a loading capacity of 36 two-by-two inch color or monochrome transparencies. Incorporating various operating features and convenience suggested by broadcasters in an RCA survey, the new projector (TP-7A) can be used with virtually all types of tv film camera systems.

(4) Two compact vhf high-band, 500-w tv transmitters designed for economical low-power originating or satellite operation. One model (TTL-500AL) is designed for operation on ch. 2 through 6; the other (TTL-500AH), for ch. 7 through 13.

(5) A major development scheduled for availability this year, RCA said, is a 21-inch color monitor for presentation of color pictures from live and film cameras. Engineered for "a new high-level of stability and uniformity, the 21-inch color monitor (TM-21) meets the need for a monitor capable of providing a comparison analysis of the performance of station color studio and transmitting equipment."

(6) Universal coaxial transmission lines, designed to simplify installation and to minimize maintenance need and procedure. Featuring fool-proof assembly features, the lines are simply and quickly connected by means of novel air-interlocking connector-type flanges gripped by Marman clamps, RCA reported. The new coaxial transmission lines include 3⅛ inch and 6⅛ inch series, suited for use on ch. 2 through 83, and a 9-inch series for ch. 2 through 40. The latter features waveguide power ratings and efficiency, RCA explained.

(7) A new-type RCA stablizing amplifier (TA-9) designed to eliminate such low frequency disturbances as hum, bounce, surge, and tilt in both color and monochrome television transmissions.

Numerous new video studio products and equipment displays are planned, including an orbital wedge for the RCA TK-41 color tv studio camera; 17-inch and 21-inch utility monitors (TM-8C); a monochrome AGC amplifier (TA-21A); a switching control panel (TS-21A); and a complete line of accessories for rack mounting the RCA TVM-1A broadcast microwave system in permanent installations.

Also to be exhibited is RCA's full line of audio and am equipment, including new products which will be shown publicly for the first time. Designed for television as well as radio station application, the audio equipment is designed to simplify studio layout, increase operating efficiency, and extend signal handling capabilities, RCA said.

Other Displays Planned

Features of the audio and am equipment display will be:

(1) An automatic gain controlled program amplifier (BA-25A), a level control unit designed to automatically control audio program level.

(2) A transistorized portable amplifier (BN-6A) for use in remote radio and television broadcast service. Claimed to be by far the lighest equipment of its type so far developed, the transistorized amplifier is a four-channel type designed to provide the amplification and control facilities for transmission of remotely originated signals to a broadcast studio via telephone lines. It weighs only 15 pounds.

(3) A transistorized audio tape recorder (SRT-2), incorporating design advances such as transistors, etched circuits and electrodynamic operation, which eliminates parts formerly required to change speed and direction. It is virtually non-microphonic and hum-free, RCA said.

A highlight of the am equipment display will be a completely equipped radio station in simulated operation. An RCA one-kilowatt am radio transmitter (BTA-1MX) will be shown in a typical station set-up with in-

REACHING FOR RATINGS?

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

PRESENTS

JUNGLE JIM

STARRING JOHNNY WEISSMULLER

26 EXCITING HALF HOURS OF THRILLING ADVENTURE FOR ALL-FAMILY TELEVIEWING

MEMPHIS	MOBILE	WASH., D.C.	LITTLE ROCK
WMCT	WKRG	WMAL	KATV
18.6	42.8	16.8	27.2

FOR INFORMATION CONTACT

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.

NEW ORLEANS
1032 Royal St.

TORONTO
102-108 Peter St.

put and monitoring equipment. The 1-kw transmitter is designed for maximum economy in operation and maintenance.

RCA's 50-kw am "ampliphase" transmitter (BTA-50G) also will be displayed to highlight the new design approach for high power am transmission. Remote control operation is a feature.

Much of the RCA color tv broadcast equipment will be displayed "at work" in typical broadcast operations. A TK-41 live color camera chain, set up in a studio complete with lighting and scenery, will be used as a continuous source of live color pictures. Featured in the studio operation will be latest RCA equipment for origination of colorcasts from both live studio presentations and motion picture films and slides. The new TK-15 vidicon studio camera will also be in continuous operation in the RCA studio.

The RCA color exhibit will include an operating three-vidicon color tv film camera system, introduced several years ago, which is widely-used by tv broadcasters.

Chicago Set Makers Ask FTC For Time to Reply to Charges

COUNSEL for American Television Inc. and DeForest - Sanabria Corp. reported a fortnight ago the two companies have been granted extension of time for reply to charges by Federal Trade Commission they engaged in "bait advertising" and "other deceptive claims," and a hearing delay on the complaint.

FTC issued a complaint against the two organizations Feb. 18 and set a hearing for Chicago April 25, also naming U. A. Sanabria and Helen G. Sanabria as "allegedly" controlling officers of both firms. Mr. Sanabria subsequently denied the accusations and told B•T they would be fought "vigorously." Counsel for the two firms is I. Harvey Levinson, Chicago.

Mr. Levinson said an extention of time is needed because American Television Inc. has been in bankruptcy since last May and operating in receivership, with its records tied up in proceedings. It operates a school for engineers in addition to its manufacturing activity. DeForest-Sanabria Corp. was formed in 1940 and is engaged in set manufacture and retail-servicing functions.

FTC charges the companies with using "bait advertising" and misrepresenting the price of their sets, along with guarantees, in radio, tv, newspaper and periodicals.

The firms have used limited radio-tv announcements and programs, placed directly, in Chicago and elsewhere, including Ohio, Michigan and Oklahoma, but the bulk of American Tv advertising is in newspapers, frequently full-page ads, that firm says. American Tv was involved in FTC proceeding from 1943 to 1949 when a complaint about its student tv courses was dismissed.

KTRI — 5kw — KTRI — 5kw — KTRI — 5kw — KTRI

"Results With Adults"

There IS a difference in audiences. Ours is the adult audience, especially the ladies who spend the family budget. Our music is attractive: memory snappers, toe tappers, old favorites. In addition to the top forty, we feature the top 6,000 tunes . . . and complete local news coverage. For the third straight year, PULSE (11/56) proves KTRI is dominant.

ONLY LOCAL STATION WITH LOCAL NEWS REPORTER

MUSIC 5000 WATTS NEWS

920 KC KQUE ALBUQUERQUE NEW MEXICO

KTRI SIOUX CITY, IOWA

540 KC KEOK FORT DODGE SERVING ALL OF IOWA

EVERETT - McKINNEY, Inc.
NATIONAL REPRESENTATIVES

KTRI — 5kw — KTRI — 5kw — KTRI — 5kw — KTRI

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of 50 kw transmitter to WSOC-TV Charlotte, N. C., used 2 kw transmitter to KHVH-TV Honolulu and custom built 12-section superturnstile antenna to WFGA-TV Jacksonville, Fla.

DuKane Corp., St. Charles, Ill., announces new device designed to produce sound waves by non-mechanical means and replace use of diaphragms for reproduction in speaker system now in production. Called "Ionovac," it is described by company as "first practical unit of its kind and will be used at outset in hi-fi phonograph records."

MANUFACTURING PEOPLE

Warren F. Morgan, sales manager, Federal Electric Corp. (service and maintenance organization of International Telephone & Telegraph Corp., Clifton, N. J.), elected vice president in charge of customer relations.

James Conto, sales engineer, Federal Telephone & Radio Co., named sales manager of the semi-conductor division. Latter also is FT&T division.

MR. SIMON

Charles J. Simon, sales manager for broadcast equipment, General Electric Co., named sales manager for industrial tv in GE's technical products department.

Michael Balog, manager of Sylvania Electric Products' receiving tube plant in Mill Hall, Pa., named general manufacturing manager of company's new semiconductor division. **Reginald A. Young,** manager of Sylvania's tube feeder plant at Houtzdale, Pa., succeeds Mr. Balog.

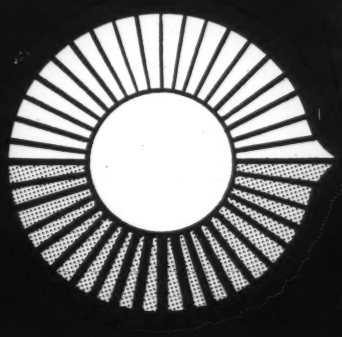
James Conto, sales engineer, components division of Federal Telephone & Radio Co. (division of IT&T), named sales manager of company's semiconductor division, and **Max Enderlin,** aircraft program director for Federal, named chief engineer of semiconductor division.

E. V. Space, RCA, Camden, N. J., semiconductor division, named manager of equipment and production development.

D. Y. Smith, vice president and general manager, RCA Tube Div., Harrison, N. J., appointed co-chairman of Cooper Union (N. Y.) Alumni Assn. drive for $7.5 million expansion and development fund.

Dr. Harold H. Beverage, vice president of RCA Communications Inc., and director of its radio research laboratory, will receive Lamme Gold Medal of American Institute of Electrical Engineers at June 24 meeting in Montreal. Dr. Beverage, co-inventor of wave antenna and diversity system for high frequency reception, will be cited for "pioneering and outstanding engineering achievements."

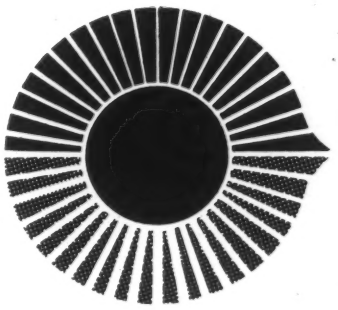
The switch is to



WPET

GREENSBORO, NORTH CAROLINA
950 KILOCYCLES 500 WATTS

with



BOB JONES
...“Groans by Jones” in the morning

BOB MONTGOMERY
...Spins through the afternoon

HUGH HOLDER
...Pilots through the noon hour

WILLIAM MITCHELL
...Sales Manager

and new national representatives

SIMMONS ASSOCIATES, Inc.

NEW YORK	CHICAGO
509 MADISON AVENUE	333 NORTH MICHIGAN AVE.
MURRAY HILL 8-2821	DEARBORN 2-2375
DAVID N. SIMMONS	GALE BLOCKI, JR.

effective immediately

REVOLUTION

There are all kinds, but if you want to get in on the rating revolution that's taking place in Southern California, move a little closer...

In January, 1953, KTTV's nighttime share of audience was 9.9. Last January, it had nearly doubled — 17.6 to be exact.

This is a popular revolution... sparked by the continuing, growing audience acceptance of the alert independent production and programming that has become a buy-word for KTTV.

Want to start a sales revolution with your product?

Get full instructions from your wide-eyed, dedicated Blair man, today...

KTTV

Los Angeles Times-MGM Television

Represented nationally by BLAIR-TV

*ARB Share Of Audience
6:00 PM—Midnight
Sunday through Saturday

TV NETWORKS GROSS $43,522,551 IN JANUARY, PIB REPORT SHOWS

NETWORK tv gross billings of $43,522,551 for January were reported Thursday by Publishers Information Bureau. This represents a gain of 11.9 per cent over the $38,897,617 grossed in time charges in the same month of 1956.

This was a climbing start in 1957 for each of the networks. CBS-TV, with more than $20 million in January, was 13.5 per cent ahead of its mark a year ago. NBC-TV maintained about the same gain, grossing over $16.6 million, or 13.3 per cent above. ABC-TV, which is girding its business slate for next season brought in 4.1 per cent above its January 1956 level for a total of more than $6.6 million.

CBS-TV's wide lead in reported gross billing can be seen in the differential between it and ABC-TV. According to the January figures, CBS-TV billed three times ABC-TV's amount.

[Also see network and spot tv billings by advertiser for 1956 on page 136.]

Table of gross time charges for network tv with January comparisons and total, follows:

	JANUARY 1957	JANUARY 1956	% Change
ABC-TV	$ 6,645,581	$ 6,382,046	4.1
CBS-TV	20,231,474	17,820,455	13.5
NBC-TV	16,645,496	14,695,116	13.3
Total	$43,522,551	$38,897,617	11.9

CBS Radio O&O Heads Meet With Top Execs

TOP CBS executives met with management representatives of CBS Radio owned stations for a Monday through Thursday session last week in New York to discuss operational problems that prevail in large metropolitan markets.

Reflecting the scope of the session was the report that the network's top programming executives—Howard G. Barnes, CBS Radio vice president in charge of network programs; Louis G. Cowan, CBS vice president; Sig Mickelson, CBS vice president in charge of news-public affairs; Irving Gitlin, CBS director of public affairs, and Carroll Hansen, coordinator of network news and sports —took part in a discussion of "problems and prospects" in radio programming this year, next year and five years from now.

The objectives of CBS Radio and the related role of the owned stations; a report by the stations on their sales pictures; an analysis of audience trends, including a report by Richard Hess, director of research, CBS Radio Spot Sales, were on the agenda.

The meeting moved into other topics as well. Talk about the FCC-Washington scene was led by Ralph Hardy, CBS vice president in Washington; Geraldine Zorbaugh, CBS Radio vice president and general counsel, and Robert Dunne, CBS Radio assistant general attorney.

In addition, Louis Hausman, CBS Radio vice president in charge of advertising and promotion, reviewed problems in that activity on the owned station level; George Stadtmuller, director of CBS accounting, talked about efforts in simplifying contracts and order forms; William C. Fitts Jr., CBS vice president in charge of labor relations, spoke on his field, and personnel was discussed by Robert Kalaidjian, director of personnel relations, and Charles Burt, personnel administrators, both CBS.

Dr. Frank Stanton, CBS president; Arthur Hull Hayes, CBS Radio president, and James M. Seward, executive vice president of CBS Radio, were among the network officials attending. Others in attendance included Gordon F. Hayes, general manager, CBS Radio Spot Sales; Fred Ruegg, general manager, KNX Los Angeles and the Columbia Pacific Radio Network; Thomas Gorman, general manager, WEEI Boston; Carl S. Ward, general manager, WCBS New York; Edward W. Wood Jr., general manager, Housewives' Protective League; Robert Hyland, general manager, KMOX St. Louis, and Henry Untermeyer, general manager, KCBS San Francisco.

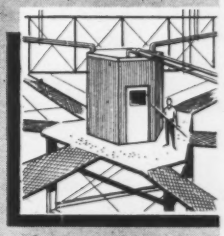
KETV (TV) Signs to Become Primary Affiliate of ABC-TV

SIGNING of KETV (TV) Omaha as a primary affiliate of ABC-TV was announced jointly last week by Eugene S. Thomas, general manager of the station, and Alfred R. Beckman, vice president in charge of station relations at ABC-TV. The station is scheduled to go on the air next September.

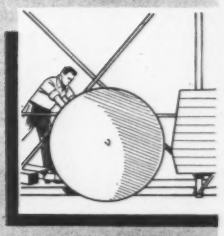
KETV is owned by the Herald Corp., a wholly-owned subsidiary of the *Omaha World-Herald*. It will operate on ch. 7 with 316 kw visual and 158 kw aural. Both Messrs. Thomas and Beckman hailed the affiliation as bringing ABC's top programs live to the market and "at their regularly scheduled times."

ALFRED R. BECKMAN (l), vice president in charge of station relations for ABC-TV network, and Eugene S. Thomas, general manager of KETV (TV) Omaha, shake hands following signing of contract for the station to become an ABC-TV primary affiliate.

ONE IDECO CANDELABRA* TOWER SOLVES THREE STATIONS' PROBLEMS



Building at center of top platform will house elevator landing and transmission line leak detectors.



Catwalk along each side of top platform will make microwave dishes easy to reach.

*TRADE MARK

731' Ideco guyed tower with triangular top platform, 105' long on each side, supports three RCA antennas: TF-12BH for WAAM, TF-12BH for WBAL-TV, TF-6AL for WMAR-TV. The structure is designed for a uniform wind loading of 70 lbs. per square foot. Obstruction light control panels are located in *all three* transmitter buildings.

Visit Ideco Tower headquarters at the Conrad Hilton . . . NARTB, April 7-12

LATEST EXAMPLE OF TOWER LEADERSHIP

This Ideco-developed *triple antenna* "candelabra" tower, going up at Baltimore, saves *each station* on land cost . . . enables *each station* to utilize the area's best tower location . . . simplifies air space clearance problems.

It's a new achievement in tower engineering by the creators of the only *dual* candelabra design . . . still another *first* in Dresser-Ideco's record of antenna tower innovations.

When advances like this in tower design and construction continue to come from but one source, there's but one conclusion . . . Dresser-Ideco has the know-how to solve *your* tower problems.

So whether it's a complex candelabra . . . a head-in-the-clouds structure . . . or a more usual tower . . . you can look to Dresser-Ideco today to make your tower dreams a reality tomorrow.

Plan now to talk tower with Dresser-Ideco or your nearest RCA Broadcast Equipment representative.

IDECO

DRESSER-IDECO COMPANY

DEPT. T-10 • COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

TALL OR SHORT . . . FOR TV, MICROWAVE, AM, FM . . . IDECO TOWER "KNOW-HOW" KEEPS YOU ON THE AIR

Pre-Summer Lay-offs At NBC Now Believed To Be About 40

VICTIMS of NBC's pre-summertime cutback in personnel, placed unofficially at about 20 earlier this month [B•T, March 11], was acknowledged last week to have grown to about 40, mostly in programming and sales.

Among those reportedly being let out were some NBC personnel assigned to programs that are primarily "outside" packages and others who were the victims of reorganization. Among those in the former group was George McGarrett, NBC producer on the *Perry Como Show*. The latter group was said to include Eric Hazeldoff, director of tv program sales, and Roy Porteus, manager of sales for the *Today*, *Home* and *Tonight* group, although officials said Mr. Porteus may be reassigned to an NBC Radio post rather than released outright.

Adams, Giesen Join ABC-TV In New Programming Positions

APPOINTMENT of Robert Adams and Rowe S. Giesen to new programming posts at ABC-TV is being announced today (Monday).

Mr. Adams, formerly with CBS-TV Hollywood, has been made executive producer with ABC-TV's Hollywood program department and will report to James T. Aubrey Jr., ABC vice president in charge of programming and talent.

Mr. Giesen, formerly associated with ABC-TV, CBS-TV and advertising agencies on the West Coast, becomes ABC-Disney coordinator with his office at Walt Disney Studios, Burbank. He will report to Sandy Cummings, manager of tv network programs, ABC western division.

Mr. Aubrey said Mr. Adams' addition to the tv network department "reaffirms" ABC's strengthening of its overall program operation by bringing creative strength to the Hollywood operation. He will act as liaison between ABC's Hollywood department and New York headquarters and will be responsible for the development of new live and film properties as well as supervision of programs already established.

Klayer Network Sales Manager In CBS-TV Promotions, Shifts

AS PART of a series of promotions and shifts in assignments, George Klayer, eastern sales manager of CBS-TV, last week was advanced to network sales manager, assuming the post relinquished by Thomas H. Dawson, who was named vice president, network sales last month [B•T, March 4].

Changes stemming from Mr. Klayer's promotion included the appointments of Sam K. Maxwell Jr., midwestern sales manager, as eastern sales manager and Roland Blair, account executive for CBS-TV in Chicago, as midwestern sales manager.

Robert Hoag, account executive in New York, has been named manager of program sales, succeeding the late Thomas D. Connolly who died last month. Theodore F. Shaker, sales manager of CBS-owned WXIX-TV Milwaukee, has been shifted to the New York office of network sales as an account executive.

MR. KLAYER

MR. MAXWELL

MR. BLAIR

MR. HOAG

AWARD WINNER – BREAD WINNER

AWARDS

KRMG, WTMJ, WHLS Win Annual AP Awards

KRMG Tulsa, Okla., yesterday (Sunday) was to be cited at the annual meeting of the Associated Press radio and television members in Tulsa "for outstanding exchange of news through the AP." KRMG in 1956 supplied 412 stories for general use by the wire service. The station received a silver plaque mounted on ebony.

Second and third place winners, respectively—with bronze plaques—were WTMJ Milwaukee with 398 stories and WHLS Port Huron, Mich., with 379 stories. The Milwaukee station was to be honored Saturday at the annual meeting of the Wisconsin AP radio and television group. The Michigan AP organization will honor WHLS March 30.

- Recently, a 50,000 watter, a 30 year old Milwaukee Journal-owned station and WHLS (250 watts) climbed to the top rung in the tabulation of wireworthy news stories.
- The restless bird-dogs of WHLS contributed hundreds of news stories during 1956 — 379 of which the Associated Press accepted for their national significance.
- The intense listener interest around WHLS (the vital Port Huron-Detroit market area) plus the aggressive newscasting of *4 full time newsmen* is just the buying climate for spot commercials.

Call in your story to Gill-Perna, our national representative. We'll give it buying significance.

WHLS 250 WATTS PORT HURON, MICHIGAN

REPRESENTED NATIONALLY BY GILL-PERNA • FOR DETROIT – MICHIGAN SPOT SALES

HOW MUCH A HEAD?

29¢ per M! Yes, 29¢ per-thousand-per-commercial minute for 52-time buyers of KYW-TV's big-hit SIX O'CLOCK ADVENTURE. Scheduled weekdays 6:00-6:55 PM, its January ARB 5-day average was 21.4—better than twice the combined competitive averages.

Get ahead now in KYW-TV's great 1,288,156 home-market. For action call Albert Krivin, KYW-TV, "Bink" Dannenbaum, WBC, or your P.G.W. Colonel.

KYW 3 TV
CLEVELAND

WBC

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO— **BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW, **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND, KEX**
TELEVISION— **BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

CBS-TV Turns to VTR to Solve Time Problem

MAJOR operational changes will be put into effect by CBS-TV with the April 28 start of daylight saving time in an effort to retain the usual time periods—insofar as possible—for programs broadcast in areas remaining on standard time.

CBS-TV's DST plans, announced by sales administrative vice president, William H. Hylan, last week, will rely heavily on the use of Ampex videotape recording equipment—as is true in the case of NBC-TV and ABC-TV. Mr. Hylan said CBS-TV's use of VTR will make possible a major revision of the West Coast repeat schedule to achieve an originating sequence that will avoid product conflicts.

In addition, he said, a composite program structure has been developed for central and mountain standard time areas which will embrace (1) elements of the revised west coast repeat schedule; (2) special taped and film shows from Hollywood, and (3) elements taken from the full network feed.

Where it has not been possible to retain the usual time periods for programs in areas remaining on standard time, Mr. Hylan said, "our efforts have been directed to the delivery of alternate time periods which are more attractive and have greater audience potential than would have been possible if programs in standard time areas were simply moved one hour earlier. In other words, the composite program structure will somewhat ease the annual summer disruption of programs in the central standard time and mountain standard time areas."

As an example of how the plan will work, he said the *Ed Sullivan Show*, which will originate live at 8-9 p. m. EDT on Sundays, will be tape-recorded on the West Coast, played back at 8-9 p.m. Los Angeles time and simultaneously fed back to stations in the central time zone for broadcast at 9-10 p.m. CST, and in the mountain time zone at 8-9 p.m. MST.

Meanwhile, NBC-TV issued a recap and amplification of its own DST plans [B•T, Feb. 18]. Programs on interconnected affiliates in standard time areas will be seen one hour earlier than usual, with these exceptions: (1) mountain time zone areas, NBC-TV programs broadcast at 7:30-8 p.m. EDT, Monday through Saturday, will be seen at the same local time (5:30-6 p.m. MST), and daily programs at 8-9 p.m. EDT will be seen at 8-9 p.m. MST; (2) in central standard time areas, NBC-TV programs scheduled at 7:30-8 p.m. EDT, Monday-Friday, will be seen at the usual hour, while programs scheduled at 8-9 p.m. EDT will be carried at 9-10 p.m. CST.

DST runs from April 28 through Oct. 26.

ABC Advisory Board Meeting Set For April 3 In New York

CURRENT and future network program plans are expected to be emphasized at an April 3 meeting of the ABC Radio Stations Affiliates Advisory Board, at the Savoy Plaza Hotel in New York.

In addition to the station executives, a number of ABC officials including Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, and Edward J. DeGray, vice president in charge of station relations for ABC radio, will attend.

Members of the advisory board include: Simon Goldman, general manager of WJTN Jamestown, N. Y., District 1; J. P. Williams, executive vice president of Great Trails Broadcasting Corp. and general manager of WING Dayton, Ohio, District 2; Ben A. Laird, president and general manager of WDUZ Green Bay, Wis., District 3; T. B. Lanford, president of KALB Alexandria and KRMD Shreveport, La., District 4; C. B. Locke, general manager of KFDM Beaumount, Tex., District 5; William Grove, vice president and general manager of KFBC Cheyenne, Wyo., District 6; James Wallace, president and general manager of KPQ Wenatchee, Wash., District 7, and J. S. Younts, president and general manager of WEEB Southern Pines, N. C., District 8.

CBS Radio's Promotion Drive Tied in With Doctors' Meeting

CBS RADIO's second project in its national publicity and promotion campaign to reach special audiences will be tied in with the annual scientific assembly of the American Academy of General Practice today (Monday) and tomorrow in St. Louis. AAGP consists of more than 22,000 family doctors from coast to coast.

On the convention dates, characters in CBS Radio's *Young Dr. Malone* daytime serial will discuss the importance of the academy and the contributions of general practitioners. Prior to the broadcast and the scientific meeting, the doctors will receive a special direct mail announcement of the tie-in, which will urge the physicians to ask their patients to listen to *Young Dr. Malone* and the tribute to AAGP. The doctors' tv group also is releasing the story to science editors on newspapers, syndicates and specialized publications.

CBS Radio recently launched this concept of public relations and promotion with a tie-in involving the network's *Woolworth Hour* program and the Boy Scouts of America.

CBS News Appoints Karasik Correspondent, Shifts Others

PROMOTION of a reporter to full-time correspondent and two news reassignments were announced last week by John F. Day, director of CBS News.

Effective immediately, Dan Karasik, who joined CBS in 1954 as a reporter-contact and last fall was sent to Vienna on an emergency basis during the Hungarian uprising (and who actually participated in the rescue operations that followed the Soviet counter-attack on Budapest), has been appointed to the staff of CBS News correspondents. (According to Mr. Day, there is "a vast difference" between a reporter or newsman and a "correspondent." Latter are retained by contract and "much higher pay.")

Mr. Karasik will be assigned to the Austrian capital to service both CBS Radio and CBS-TV news programs from the Balkan region. In effect, he will be the first full-time correspondent there since early 1955, when Alexander Kendrick was shifted to the London bureau under Howard K. Smith, chief European news correspondent for the network.

Scheduled for reassignment "shortly" are Richard Kallson, formerly in Singapore and for the past few months attached to the U. S. Navy's "Operation Deepfreeze" task-force in Antarctica to gather reports on the 1957-58 International Geophysical Year, and Peter Kalischer, formerly head of Crowell-Collier Pub. Co.'s Far East news bureau in Tokyo, and for the past month, stationed in Washington for CBS News. Mr. Kallson will be stationed in Beirut, Lebanon, and Mr. Kalischer will return to Tokyo, succeeding Robert Pierpoint, who in turn will be reassigned to CBS News in Washington.

MBS Sets Affiliate Meeting

THE annual pre-NARTB convention meeting of the affiliates of MBS is to be held in Chicago Sunday, April 7. The meeting is set for 3 p.m. in the Beverly Room of the Conrad Hilton Hotel. Network President John B. Poor heads the MBS delegation.

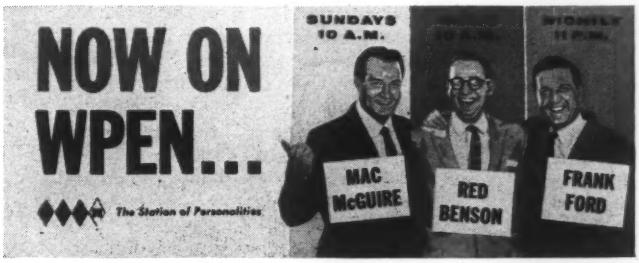
Brennan to CBS Western Post

APPOINTMENT of William H. Brennan Jr. as western division manager, station relations, CBS Radio, was announced Thursday by William A. Schudt Jr., vice president in charge of station relations. Mr. Brennan will assume his duties today (Monday) although the reopening of the network's office

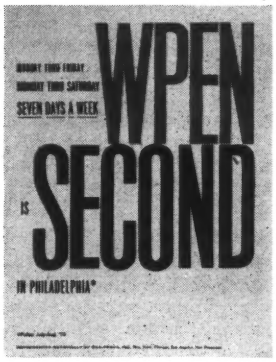
BOOTHE LEASING Corporation
LEASING IS OUR BUSINESS
Choose your own supplier, then lease transmitter, studio, equipment, machinery, etc. through BLC. Conserve capital — reduce taxes.
Anywhere U.S.A.
CONSULT DENVER REPRESENTATIVE
GENE O'FALLON & SONS, INC.
639 GRANT STREET AMherst 6-2397 DENVER 3, COLORADO
GENE O'FALLON
FRANK BISHOP
GENE O'FALLON JR.

WPEN BELIEVES IN ADVERTISING

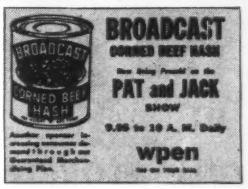
NEWSPAPERS—All three Philadelphia papers, year 'round plus suburban weeklies.



BILLBOARDS—Consistent coverage of the outdoor market.



MAGAZINES—Monthly pages in Poor Richard's Almanac and Greater Philadelphia magazine.



FOOD TRADE NEWS—Continuous advertising in Philadelphia's food newspaper.

TRADE MAILINGS—Constant mailings to the food, drug, hardware and automotive trade.

POINT OF SALE—Shelf talkers, posters and streamers in the Penn Fruit supermarkets.

FIRST IN NATIONAL AND LOCAL ADVERTISING WPEN

Represented Nationally by GILL-PERNA INC. — *New York, Chicago, Los Angeles, San Francisco*

in Columbia Square, Hollywood, will not take place until April 15.

Mr. Brennan has been associated with CBS since 1942 as a producer-director.

NETWORK PEOPLE

Anthony Liotti, sales presentation writer, NBC Spot Sales, named radio-tv research supervisor for department. He succeeds **John Scanlan,** named project supervisor in corporate planning, NBC Research & Planning.

Charles W. Christenberry Jr., formerly with N. W. Ayer & Son, N. Y., as tv director, assigned production and direction responsibilities for ABC-TV's *This Is Galen Drake* (Sat., 7-7:30 p.m. EST).

Sidney C. Furst, research account executive, BBDO, N. Y., to ABC radio network, same city, as sales presentation writer.

David Schoenbrun, CBS News Paris correspondent, is author of *As France Goes,* study of internal and external French politics, published by Harper & Bros., N. Y.

Lester Zimmerman, associate producer and talent buyer for Arthur Murray tv series, to CBS Radio press information department.

Bill Parry, executive director of sports for Columbia Pacific Radio Network, resigns to return to Pacific Coast Intercollegiate Athletic Conference as director of radio and tv.

C&C TV, UNIONS CLEAR RKO MOVIES

- **83 post-'48 films involved**
- **Deal said to be $1.3 million**

AVAILABILITY of post-1948 feature films to television on an increasing scale was foreshadowed last week when C&C Television Corp. announced clearance of 83 RKO motion pictures by the Screen Actors Guild, the Screen Writers Guild and the Screen Directors Guild. Although the price paid the guilds by C&C Tv was not divulged, it was estimated at about $1.3 million.

E. H. Ezzes, vice president of C&C, stressed that the agreement with the guilds does not set a precedent for the industry since individual tv film distributors must negotiate with the talent union on their feature film libraries. It is to be expected, nevertheless, that other major distributors, such as Associated Artists Productions, Screen Gems, Universal-International and others, now will seek to make settlements.

The RKO films are said to be the first of their vintage to be made available to tv, except for product that was filmed abroad and those obtained by bank foreclosures, which are not subject to guild regulations. C&C Tv said 72 of the 83 films would be released immediately to the stations they have signed under its "barter" plan [B•T, March 11] and the remainder will be turned over to tv at the completion of their theatrical playoffs.

Matthew Fox, president of C&C Tv, has been negotiating with the guilds for more than four months. As long ago as last December, the Screen Actors Guild reported the union had agreed to accept a total of $715,000 for tv release of the films. At the same time, Mr. Fox was said to have offered the writers and the directors guild $235,000 each for the tv rights to the RKO features [B•T, Dec. 24, 1956].

Titles of some of the 83 films:

"Affair with a Stranger," Jean Simmons, Victor Mature; "Angel Face," Jean Simmons, Robert Mitchum; "Born to Be Bad," Robert Ryan, Joan Fontaine; "Double Dynamite," Frank Sinatra, Jane Russell; "A Girl in Every Port," Groucho Marx, Marie Wilson; "His Kind of Woman," Jane Russell, Robert Mitchum; "Macao," Robert Mitchum, Jane Russell; "Narrow Margin," Charles McGraw, Marie Windsor; "On Dangerous Ground," Robert Ryan, Ida Lupino; "The Racket," Robert Mitchum, Robert Ryan; "Second Chance," Jack Palance, Robert Mitchum; "Two Tickets to Broadway", Tony Martin, Janet Leigh, and "The White Tower," Glenn Ford, Claude Rains.

Screen Gems Series Sold To WABC-TV, 11 Others

SCREEN Gems' newest feature film package, "Hollywood Premiere Parade," consisting of 39 top-rated features from the Columbia Pictures library, was sold in 12 markets in its first week of availability, Jerry Hyams, director of Syndicated Distribution, announced Thursday. The initial sale was to WABC-TV New York, which will launch a late-evening first-run policy on April 1.

Eleven additional stations included KRON (TV) San Francisco; WTVN-TV Columbus, Ohio; WSM-TV Nashville, Tenn.; WREC-TV Memphis; KTVK (TV) Phoenix; KSL-TV Salt Lake City; WTIC-TV Hartford, Conn.; KCRA-TV Sacramento, Calif.; WEEK-TV Peoria, Ill.; KBAK-TV Bakersfield, Calif., and KONA-TV Honolulu. Present negotiations indicate that the package, which includes such productions as *The Awful Truth* and *Talk of the Town,* will be sold in 24 additional markets within the next two weeks, officials said.

AAP Announces Warner Sales; 15 Stations Buy Package

NEW sales of its Warner Bros. package of features and cartoons (including Popeye) were announced last week by W. Robert Rich, general sales manager of Associated Artists Productions.

Among the stations buying the features were WSAZ-TV Huntington, W. Va.; WEAR-TV Pensacola, Fla.; KHVH (TV) Honolulu, T. H.; WNYT (TV) Buffalo; KDWI-TV Tucson; KOOL-TV Phoenix; KTWO-TV Casper, Wyo.; KOAT-TV Albuquerque, and WTMJ-TV Milwaukee.

Cartoons were sold to WCYB-TV Bristol, Va.; WPTA-TV Fort Wayne; WFGA (TV) Jacksonville, Fla.; KOLN-TV Lincoln, Neb., and KAKE-TV Wichita, Kans. Warner cartoons also were purchased by WCCO-TV Minneapolis and WFGA.

WIVY

HIGHEST RATED STATION*

IN

JACKSONVILLE, FLORIDA

announces the appointment

of

JACK MASLA & Company, Inc.

551 Fifth Avenue, New York 17, New York

YUkon 6-7370

Exclusive National Representative

Effective Immediately

NEW YORK . . . CHICAGO . . . LOS ANGELES . . . SAN FRANCISCO

* Latest Pulse and Hooper reports.
Average ¼ hour ratings, Monday thru Friday, 7 A.M. to 7 P.M.
FIRST, all day Saturday and Sunday, too.

Tourists "get away from it all" at Cape Hatteras National Seashore Recreation Area — part of our National Park System.

The Outer Banks—where the ghosts of early America still walk

Off the Carolina coast, where Cape Hatteras points seaward, is a thin ribbon of islands called the Outer Banks. This lonely, windswept stretch has always been wild and primitive. Yet it has known some of the great names of history . . . Sir Francis Drake . . . Blackbeard the pirate . . . Virginia Dare, the first English child born in America . . . Orville and Wilbur Wright, who made the first airplane flight at nearby Kitty Hawk.

Today these scenic and historic treasures are preserved for you as part of the National Park System. Here, just a short drive from the main North-South routes, you can fish or swim in the sparkling surf, climb magnificent sand dunes along a virgin beach, or explore old wrecks of ships that foundered in the dread "Graveyard of the Atlantic." A highlight of the summer season is the pageant, "The Lost Colony" telling the story of the settlement that mysteriously disappeared almost 400 years ago.

Will you see Blackbeard looting an old windjammer? Will Drake come trudging up over the next dune? Probably not — but you'll see a corner of America as the first "tourists" saw it. And standing in this wild land, and thinking back to the hardy breed that peopled it, you'll know what made America great . . .

FREE Tour Information

If you would like to visit the Outer Banks, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N. Y. — also ask for our colorful National Parks map.

SINCLAIR SALUTES THE AMERICAN NATURE ASSOCIATION . . . a scientific and educational organization, for its achievements in protecting America's forests, wildlife, soil and water. Since its founding in 1922, the Association has been a staunch supporter of the National Parks and a zealous protector of a basic part of American life.

SINCLAIR
A Great Name in Oil

IT'S RADIO ACTIVE

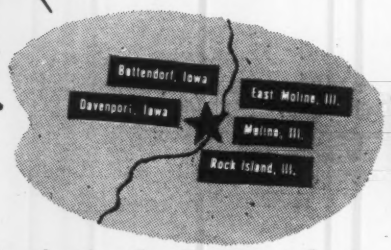
There's Buying Power In This Here Valley

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!
WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.
*Sales Management's "Survey of Buying Power - 1956"

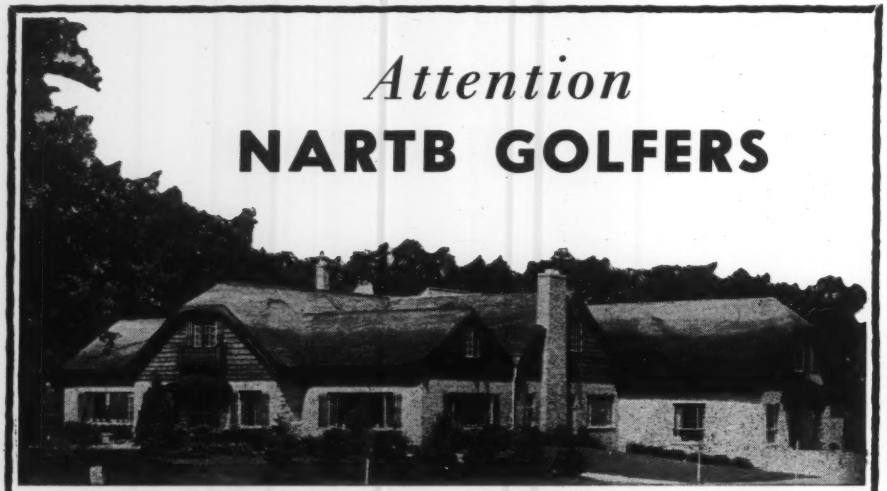


Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives



Attention
NARTB GOLFERS

B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 7, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

April 7 ***Tee-off time: 9:30 a.m.***

FILM

Beeland-Wood Films Organized As Film Company in Atlanta

INCORPORATION of Beeland-Wood Films Inc., Atlanta, Ga., a film producing, processing and service firm serving the southeastern United States, was announced last week by Charles D. Beeland Jr., president and executive producer of the new company.

Originally formed in 1935 as Beeland Film Producing Co. of Atlanta, the new corporation will be under the executive direction of Bernard I. Ochs, vice president and general manager and a member of the board of directors. Mr. Ochs formerly was general sales manager of WLWA (TV),

LOOKING at a French camera are officers of the newly-formed Beeland-Wood Films Inc., film producing and servicing firm in Atlanta, Ga. L to r: L. Keith Wood, chairman of the board of the new company; Charles B. Beeland Jr., president and executive producer; Dan MacDougald, general counsel and John A. "Jeff" Davis, executive vice president.

Crosley Bcstg. of Atlanta Inc. and southeastern representative for Crosley Bcstg. Co.

Beeland-Wood Films will continue to occupy their present Spring St. headquarters, Mr. Beeland said.

The company's activities will cover a wide range in the motion picture field, including animated and live action, silent and sound, black and white and color, and cinemascope. In addition to the film production, the corporation maintains a complete film laboratory.

Other officers for the new organization are chairman of the board, L. Keith Wood, president of Wood & Hoelsher Inc., manufacturer's representatives; executive vice president, John A. "Jeff" Davis, Southern division manager of Official Films Inc.; general counsel, Dan MacDougald, senior partner in the firm of MacDougald, Feagin & Williams; treasurer, Paul K. Hoelsher, vice president and sales manager of Wood & Hoelsher Inc.

United Artists to Become Public-Owned Corporation

UNITED Artists Corp., New York, Wednesday disclosed plans to become a public-owned corporation next month through issues of 6% convertible subordinated debentures due in 1969 and 350,000 shares of common stock. The first public offering is

designed to raise an estimated $15 million for UA.

United Artists, which functions as a releasing company for films produced by independent companies, has released packages of feature films to tv, including groups of post-1948 features. These latter pictures did not require residual payments to talent guilds since many were produced abroad and others were obtained from foreclosures by banks.

Heavy Film Schedule Set This Year by Fox

IN AN EFFORT to lure a larger audience away from television sets into theatres, 20th Century-Fox this year will launch its heaviest film production schedule since 1940, Spyros P. Skouras, Fox president, stated last week. He set the number of pictures to be produced this year at 65, and said the budget for the films would "pass way beyond" the $50 million spent on new motion pictures last year.

"I'm taking the biggest chance of my career," Mr. Skouras said. "We can co-exist profitably (with television) only by giving people better entertainment and getting them away from easy entertainment. This company has dedicated all its resources and efforts to one proposition: to keep the theatres in the United States prosperous."

Mr. Skouras voiced the view that proposals to put new films on pay television would "destroy the theatres" and be "detrimental to the artistic values" of the films produced. He explained that producers are not likely to risk investing several million dollars on a film for paid television, on which income is "uncertain."

Pintoff, Lawrence Form Firm

FORMATION of a new tv film commercial and theatrical cartoon production firm, Pintoff-Lawrence Productions Inc., New York, was announced last week by its two principals, Robert Lawrence, former head of his own production firm, and Ernest Pintoff, formerly with CBS Terrytoons Div., CBS Inc. Address is 129 W. 52d St., New York 19. At Terrytoons, Mr. Pintoff most recently created and designed "Flebus," a theatrical cartoon feature that will be distributed nationally this spring by 20th Century-Fox Film Corp. Mr. Lawrence's firm specialized primarily in tv commercials and industrial films and has branches in Hollywood and Toronto.

NTA Signs Jessel

GEORGE JESSEL has been signed by National Telefilm Assoc. for a new series of 39 half-hour variety shows to be called *George Jessel's Music Hall,* it was announced Thursday by Oliver A. Unger, NTA executive vice president.

Mr. Jessel will produce and host the show and recall the golden days of show business before presenting filmed versions of famous acts by the theatre's top performers.

UNANIMOUS!

Hooper, Pulse, Nielsen, Cumulative Pulse All Agree!

NO. 1

Radio Station in Houston is

K-NUZ

HOOPER (Dec. 1956-Jan. 1957) K-NUZ leads all stations by a wide margin . . . 26.6% of the morning audience and 32.2% of the afternoon audience. This is almost double the audience of the second station from 7:00 a.m. to 6:00 p.m.

PULSE (Oct.-Nov. 1956) K-NUZ is No. 1 in all rated time periods Monday through Saturday. Nine of the top ten five-time a week shows belong to K-NUZ.

NIELSEN (Dec. 1956) K-NUZ is No. 1 in Total Day Audience 6:00 a.m. to 12:00 Midnight, and K-NUZ is No. 1 in total audience 6:00 a.m. to 12:00 Midnight in the NSI area. K-NUZ is almost double the second station in the Metro audience!

CUMULATIVE PULSE FOR HARRIS COUNTY (Nov. 1956) K-NUZ reaches more homes in Harris County (home county) than any other Houston station on a daily basis and a weekly basis. K-NUZ delivers 226,200 homes in Harris County weekly or 74.2% of all homes in Harris County weekly.

Now . . . K-NUZ is the Leader by a GREATER MARGIN—Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

TAKE A SOUNDING!

As any old riverboat-man will tell you, the best channel runs deep and lets you travel fastest. Same is true today with television throughout this busy Ohio River Valley of ours.

No advertising medium gives you such smooth sailing into over 100 of its high-producing counties as WSAZ-TV . . . no station's influence runs so deep with almost three-quarter million TV families comprising America's 23rd television market.

Today the nation's heaviest concentration of industry crowds the banks of the Ohio — generating within the WSAZ-TV area a buying potential nearly *four billion dollars* deep! You can reach it surely via WSAZ-TV's Channel 3, without fear of shoals, snags or backwaters. You'll travel, too, in company with many of America's most successful advertisers.

Any Katz office has the latest soundings for your inspection.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

Film Workshop to Explore New Commercial Techniques

LATEST techniques in the television film commercial will be described in a presentation and workshop conducted by the Film Producers Assn. of New York April 7 at the Avon Theatre in New York.

The association has invited more than 1,200 advertising executives of companies and agencies from all over the country to attend the event, which will be held at 3:30-6 p.m. The presentation and workshop will consist of screenings of new test film footage embodying new production ideas and techniques and comments by FPA members. Questions from the audience will be answered.

Among the developments to be touched at the meeting, which will be led by Harold E. Wondsel, FPA president, are: a new anamorphic or wide angle lens technique, new forms of animation, rear screen projection, silhouette lighting, the Ampex picture and sound tape, specialized photography for jewelry, and converting of black and white to color.

Official Announces Re-entry Into First-Run Tv Syndication

RE-ENTRY of Official Films Inc. into the first-run tv film syndication field was announced last week by Harold Hackett, president. Since 1953 the company has concentrated on network sales of tv film series and on the sales of across-the-board ("strip") programming.

A revolving fund of "several millions of dollars" will be set aside for the production of several first-run series marked for syndication, according to Mr. Hackett, and an expansion in the company's sales force will be undertaken. The company currently is producing two costume-adventure series—*The Blade* and *Pistol Point*, Mr. Hackett said, and at least one of the two will be released to the syndicated market in September. Official plans to release three first-run series to the syndicated market in the coming year, he added.

Wondsel Leaves Sound Masters; Plans New Film Production Firm

HAROLD E. WONDSEL, for twenty years president of Sound Masters Inc., New York film production company, has announced his resignation effective immediately. With plans to open his own film production organization within two weeks, Mr. Wondsel currently is completing arrangement to acquire studio facilities in midtown New York and is clearing a name for his company with New York State authorities.

He will be joined in the new undertaking by Robert Carlisle, former partner of film producer Jerry Fairbanks, as vice president in charge of production. Tom Dunphy, former vice president of Sound Masters, will be vice president in charge of television, Mr. Wondsel said, and Jean Blake will serve as consultant. Mr. Wondsel recently was elected president of the Film Producers Assn. of New York.

Hawks-Bowers to Make Films

HAWKS-BOWERS Productions has been formed as a motion picture and television production company by William Hawks, veteran Hollywood producer and William Bowers, screen writer for more than 20 years. Associated with them is Bud Ward, who has a radio-tv production and agency background. He will act in a sales capacity and as assistant to Mr. Hawks. Negotiations are already underway for sale of the first Hawks-Bowers series of tv films, the company reported. But full activity must await completion of *The Law and Jack Wade*, which Mr. Hawks is producing and Mr. Bowers writing for M-G-M. Hawks-Bowers Productions is located at 404 N. Roxbury Drive, Beverly Hills, Calif. Phone: Crestview 4-7551.

Fellows, Basch Establish Firm

DONALD FELLOWS and Harry Basch, formerly with Animotion Assoc., have announced the formation of a partnership under the firm name Soundtracks. The company will create and produce dialogue and musical soundtracks and jingles for radio-tv spots and industrial films. Its address is 236 W. 55th St., New York.

Mr. Fellows, sales director-singer-producer for Cummings Productions, also is a freelance producer-singer for radio-tv commercials. He appeared as Ensign Pulver in the Broadway production of "Mr. Roberts."

Mr. Basch has also done freelance production of commercials as well as radio-tv acting and announcing. He was formerly a producer with WHCU Ithaca, N. Y.

Film Assembly Agenda Set

AGENDA for the fourth annual American Film Assembly, to be held at the Statler Hotel in New York April 22-26, has been released by the Film Council of America. Highlight of the week-long convention will be the golden reel 16 mm film festival and 35mm sound slidefilm gold and silver awards, to be screened, judged and announced at the Assembly. Workshops and films in four sections—education, industry, cultural and medicine—will be stressed at this year's assembly, with the golden reel awards banquet scheduled for April 25.

Landay Named Texanco V.P.

APPOINTMENT of Jerome M. Landay to vice president of Texanco Enterprises Inc., New York, was announced last week by Tex McCrary, president of the syndication unit. Mr. Landay, formerly executive producer of Tex and Jinx McCrary's WRCA-AM-TV New York programs, has headed up the syndication unit since late last year. Before rejoining the McCrarys (he originally had worked with them in 1953-54 after associations with TelePrompTer and WNEW New York), Mr. Landay was news and special events director at KDKA-AM-TV Pittsburgh.

FILM PEOPLE

Howard F. Magwood, freelance tv film producer-director, appointed vice president in charge of tv production, Sound Masters Inc., N. Y.

Fred V. Davis, former advertising manager of Crowell-Collier Pub. Co., Detroit office, has been appointed manager of the newly-opened Detroit office of TNT Tele-Sessions Inc. (affiliate of Theatre Network Television Inc.), as manager.

Jack Pearl, retired radio personality ("Baron Munchausen"), has been signed to make series of Rambler radio spot announcements for American Motors Corp., which are being used on NBC's *Monitor*.

Norman Foster, who directed Davy Crockett sequence of *Disneyland,* named by Walt Disney Productions to direct Zorro series which is scheduled to start on ABC-TV this fall.

Helene Thomas, production supervisor for Eddie Fisher programs on NBC Radio and NBC-TV, to Texanco Enterprises Inc., N. Y., as assistant to **Jerome M. Landay,** newly appointed vice president of Tex & Jinx (McCrary) syndication unit.

David W. B. Hunt, head of David Hunt Assoc., Oklahoma City, and **Kenneth Edward Fay,** TV Programs of America, N. Y., joins sales staff of Associated Artists Productions, N. Y.

FILM PEOPLE

John Morgan, procurement manager for *Encyclopaedia Britannica;* **Walter L. Thrift,** lithography field; **Clyde T. Coulter,** appliance field; **James M. Robinson,** Research Institute of America, N. Y., and **Harold C. Tunison,** Broadway Dept. Store, L. A., all join Television Programs of America, N. Y., as account executives. Their areas are St. Louis, Southeastern Div. TPA, Toledo (Ohio), Raleigh (N. C.), and Davenport (Iowa), respectively.

Frank Fitzgerald, formerly with sales staffs of NBC-TV and MCA-TV, to Ziv Tv Programs, N. Y., national sales force.

FILM RANDOM SHOTS

Robert Lawrence Productions Inc., N. Y., announces formation of creative department to provide counselling service for advertisers and their agencies in planning film commercials and industrial films in pre-production stage. Department will be headed by **William Bernal,** creative supervisor, and **Stanley Mills Haggart,** creative art director.

Telenews Film Corp., N. Y., has moved to new offices at 850 10th Ave., N. Y. 19, Telephone: Judson 6-2450.

Fred Niles Productions, Chicago and Hollywood, to establish Paris branch headed by **Robert L. Fierman.**

Screen Gems, N. Y., has opened offices in Philadelphia at 123 South Broad St., with **George Hankoff** as sales representative in Philadelphia, Washington and Baltimore. Telephone: Pennypacker 5-3706.

ALL THE RATINGS SHOW THAT WSBT-TV COMPLETELY DOMINATES SOUTH BEND... INDIANA'S 2nd MARKET!

ARB, Pulse, Hooper all tell the same story about the dominance of WSBT-TV in the South Bend market. ARB Reports, for example, show that WSBT-TV averaged 23 of the top 25 rated programs during 1956! That's DOMINANCE!

South Bend is one of the Nation's richest markets. It is Indiana's 2nd — in population, income, and sales. There's only one best way to reach it with television. Use WSBT-TV! Get the full story. Write for complete market data.

WSBT-TV
CBS... A CBS BASIC OPTIONAL STATION
SOUTH BEND, IND.
CHANNEL 34

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

PROFESSIONAL SERVICES

Marye Leaves KARD-TV Post, Joins Vandivere, Cohen & Wearn

R. B. MARYE has resigned as vice president and chief engineer of KARD-TV Wichita, Kan., to join the consulting engineer firm of Vandivere, Cohen & Wearn, Washingington, D. C.

MR. MARYE

Mr. Marye, native of Baltimore, Md., is a veteran in his field. He formerly was associated with KTVH (TV) Hutchinson, Kan.

Services Held for Miss Karn

FUNERAL services were held in New York March 15 for Estella H. Karn, 64, personal representative and partner in Mary Margaret McBride's radio broadcasts for 20 years. Miss Karn, who also handled promotional activities for other entertainers, died in Doctors Hospital, New York, after a long illness.

PROFESSIONAL SERVICE PEOPLE

Joe Donahue, formerly head of radio-tv, Famous Artists Corp., Beverly Hills (Calif.) talent agency, to Ad Staff Inc., L. A., as vice president. Company recently was formed to create radio-tv spots for national advertisers.

Ken Miller, southwestern newsman, opens Ken Miller Public Relations at 510 Tri-State Bldg., Tulsa, Okla.

William F. Corcoran, formerly member of publicity staffs of Benton & Bowles and CBS-TV Hollywood, to editorial staff of Daniel J. Edelman & Assoc., N. Y. and Chicago public relations firm.

William T. Stubblefield, of Hamilton, Stubblefield, Twining & Assoc., station broker, signed recording contract with Imperial Records. First releases are whistling solos, "Blue Indian Summer" and "With Mighty Hands," with orchestra and choral accompaniment.

TRADE ASSNS.

20-PLUS HUDDLES SET IN CHICAGO DURING NARTB CONVENTION WEEK

OVER a score of broadcast conferences ranging from network affiliate meetings to technical sessions will be held during NARTB convention week in Chicago, April 7-11. Most of the meetings will be held at the Conrad Hilton Hotel Sunday and Monday before formal management sessions get under way.

A number of meetings not appearing on NARTB's official records will be held over the weekend, such as a meeting of Daytime Broadcasters Assn. scheduled Saturday, April 6, at the Sheraton Hotel. Sen. Wayne Morse (D-Ore.) will address the DBA luncheon session. Others are being arranged.

Latest NARTB tabulation of advance registrations showed 934 management and 294 engineering, a total of 1,228, compared to 915 management and 249 engineering or a total of 1,164 for the comparable period in 1955. Everett E. Revercomb, NARTB secretary-treasurer, estimated the association could assure rooms in the convention hotel to those who registered prior to March 25.

Advance registrations, at $25 each for management and engineering meetings, close March 27. After that the registration fees will be $27.50. A special $5 registration is provided for non-member tv stations, invited to take part in a music contract meeting Thursday morning, April 11.

The annual NARTB Convention Golf Tournament will be held Sunday, April 7, at Midwest Country Club, near Chicago. A long list of prizes, including the annual B•T silver trophies for low gross and low net winners, will be awarded. B•T will provide buses from the Conrad Hilton Hotel, with tee-off time set for 9:30 a.m. at Midwest Country Club, near Chicago.

Among special convention features not on the official NARTB program are these:

Sun., April 7—8 a.m.-3 p.m., General Electric Co., news conference, reception; 8 a.m., Assn. of Maximum Service Telecasters, board breakfast; 9 a.m., buses leave Conrad Hilton for golf tournament; 9 a.m.-5 p.m., Assn. for Professional Broadcasting Education, board meeting; 10 a.m., BMI board meeting, luncheon; 10 a.m.-12:30 p.m., Assn. of Maximum Service Telecasters membership meeting; 2 p.m., ABC-TV affiliates meeting; 3 p.m., MBS affiliates meeting; 4:30 p.m., MBS affiliates reception; 5:30 p.m., ABC reception.

Mon., April 8—8 a.m., Quality Radio Group breakfast; 9 a.m., Clear Channel Broadcasting Service meeting; 9 a.m.-5:30 p.m., APBE meeting; 11 a.m., Community Broadcasters Assn.; 11 a.m.-12 noon, Tv Pioneers organization meeting (story, page 94); 5-7 p.m., Venard, Rintoul & McConnell, film, "Postmark Europe"; 5:30-7 p.m., Community Club Services reception; 6 p.m., Associated Artists Productions reception; 8:30 p.m., APBE meeting.

Official registration opens 7 a.m. Sunday. Exhibits in the lower lobby Exhibition Hall and the fifth and sixth floors are open Sunday from 12 noon to 6 p.m.

Engineering conference sessions open at 9 a.m. Monday [B•T, March 18]. Among scheduled NARTB meetings that day are an fm meeting, 1:30-3:30 p.m.; tv film panel, 2-3 p.m.; labor clinic, 3:30-5:30 p.m. Edward A. Wheeler, WEAW-FM Evanston, Ill., chairman of the NARTB Fm Committee, will preside at the fm panel discussion.

Harold P. See, KRON-TV San Francisco, chairman of the NARTB Tv Film Committee will preside at the tv film panel. Among participants will be Campbell Arnoux, WTAR-TV Norfolk, Va., chairman of the NARTB Tv Board. Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., chairman of the NARTB Employer-Employe Relations Committee, will preside at the labor clinic. A slide film presentation on wage bargaining will be shown. Peter Seitz, New York arbitrator, will discuss methods of settling labor disputes. A series of case histories will be reviewed by the panel.

Formal management convention proceedings open at 10:30 a.m. Tuesday. Kenneth L. Carter, WAAM (TV) Baltimore, Convention Committee co-chairman, will preside. Gen. Alfred M. Gruenther, president of the American National Red Cross, will be the morning speaker. NARTB President Harold E. Fellows will present the annual keynote award honoring former President Herbert Hoover.

Herbert L. Krueger, WTAG Worcester, Mass., will preside at the Tuesday luncheon, with FCC Chairman George C. McConnaughey as speaker. Mr. Krueger will preside at an afternoon radio management meeting. Speakers will be John M. Outler Jr., WSB Atlanta, NARTB Radio Board chairman; Grover C. Cobb, KVGB Great Bend, Kan., NARTB Am Radio Committee chairman; Lawrence Webb, managing director of Station Representatives Assn.; Arthur Hull Hayes, CBS Radio president, and Adm. Frederick J. Bell, executive vice president, National Automobile Dealers Assn.

A Tuesday afternoon tv management meeting, with Mr. Carter presiding, will include a talk by Dr. George R. Town, executive director, Television Allocations Study Organization; a color tv discussion; tv code

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

NETWORKS TO AIR TALKS

SEVERAL NARTB convention features during April 9-11 management portion of the Chicago meetings will be brought to the public by network radio-tv hookups, it was learned at the weekend. ABC will simulcast NARTB President Harold E. Fellows' Wednesday luncheon talk live on its radio and tv networks. CBS-TV will carry FCC Chairman George C. McConnaughey's Tuesday luncheon talk live and record it for radio repeat. The opening address Tuesday by Gen. Alfred M. Gruenther, president of the American National Red Cross, also will be taped by CBS Radio. NBC Radio will carry Gen. Gruenther delayed. MBS was working on a series of convention pickups. A Voice of Democracy contest winner will appear on the ABC *Breakfast Club*.

session with Edward H. Bronson, NARTB tv code director, and G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the NARTB Tv Code Review Board; tv management organization panel. On the management panel will be Samuel L. H. Burk, National Assn. of Manufacturers; Donald R. Booz, Jewel Tea Co.; John S. Hayes, Washington Post Broadcast Div., and Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va. The annual convention reception and banquet will be held starting at 6 p.m.

A joint radio-tv management session is scheduled Wednesday at 9:30 a.m. The program includes a talk by Robert D. Swezey, WDSU-TV New Orleans, chairman of the NARTB Freedom of Information Committee; film on courtroom radio-tv; FCC panel, with all seven members taking part. A convention business session is scheduled at 12 noon. President Fellows will address the luncheon.

A radio meeting Wednesday afternoon includes a Radio Week rally; Radio Advertising Bureau presentation with Kevin B. Sweeney, John F. Hardesty and Sherril Taylor, president, vice president-general manager and vice president-promotion director, respectively.

An audience-counting panel includes E. K. Hartenbower, KCMO Kansas City, chairman of the NARTB Radio Research Committee, and Ward Dorrell, John Blair & Co. vice president-research director.

Thursday morning will be featured by a radio management conference and a tv session for tv members and nonmember stations at which music licensing will be discussed. On the radio agenda are A. Prose Walker, NARTB engineering manager, reviewing engineering progress; Myron Jones, WJET Erie, Pa., and L. J. Cervone, Gates Radio Co., discussing automatic programming; punch-card program logging, by Service Bureau Corp.; wage-hour discussion by Charles H. Tower, NARTB employer-employe relations manager.

Arch N. Booth, executive vice president, U. S. Chamber of Commerce, will be Thursday luncheon speaker. A tv sales meeting in the afternoon features a Television Bureau

and completely covered

KTHT's 0.5 mv/m contour blankets two and one-half million Gulf Coast residents, in 750,000 radio homes. Reach them quickly, effectively, inexpensively by calling your Paul Raymer Man.

by

KTHT 5000 W 790 Kc

M B S FOR HOUSTON AND SOUTH TEXAS

POWER PLUS ★ PERFORMANCE ★

The Gates BC-1J One Kilowatt Transmitter Leads the field in *PERFORMANCE!*

Response, distortion and noise pleases the most exacting engineer. Extremely low harmonic radiation. Negligible intermodulation. BC-1J is known as an easy modulator because of abundance of R.F. drive and high power capabilities of 883A modulators . . . a transmitter that sounds as good as the published specifications.

GATES

GATES RADIO COMPANY
QUINCY, ILL., U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

of Advertising presentation by Norman Cash, George Huntington and William Colvin, president, assistant to president-sales development director and station relations director, respectively. Final convention feature will be election of four directors to the NARTB Tv Board.

Members of the convention resolutions committee are D. Lennox Murdoch, KSL-TV Salt Lake City, chairman; Paul F. Braden, WPFB Middletown, Ohio; Harold P. Danforth, WDBO-TV Orlando, Fla.; John S. Hayes, Washington Post Broadcast Div.; Richman Lewin, KTRE Lufkin, Tex.; Hugh O. Potter, WOMI Owensboro, Ky., and F. C. Sowell, WLAC Nashville. Resolutions must be submitted by 5:30 p.m. April 9.

On the convention credentials committee are Ray V. Eppel, KORN Mitchell, S. D.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; J. L. Bowden, WKBN Youngstown, Ohio; V. V. Clark, KOOK Billings, Mont.; Robert W. Dillon, KRNT-TV Des Moines; Len Higgins, KTNT-TV Tacoma, Wash., and Harold Tanner, WLDM Detroit.

Television Pioneers to Meet April 8 at NARTB Convention

TELEVISION Pioneers, a new society of broadcasters who were active in the early days of the video art, will hold an organizational meeting Monday, April 8, 11 a.m., during the NARTB convention in Chicago, according to W. D. "Dub" Rogers Jr., president of Texas Telecasting Inc. and chairman of the organizing committee.

The group is principally social in nature, Mr. Rogers said. Over 100 pioneers are expected to attend the charter meeting, to be held in the Lower Tower Room of the Conrad Hilton Hotel. Other members of the organizing group are Campbell Arnoux, WTAR-TV Norfolk, Va.; George M. Burbach, KSD-TV St. Louis; John E. Fetzer, WKZO-TV Kalamazoo; Glenn Marshall, WMBR-TV Jacksonville, Fla.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Richard B. Rawls, KPHO-TV Phoenix, Ariz.; Clyde W. Rembert, KRLD-TV Dallas; P. A. Sugg, WKY-TV Oklahoma City, and Harold Hough, WBAP-TV Fort Worth.

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Advertising Council Re-elects Officers, Names New Directors

ALL current officers of the Advertising Council were re-elected to their posts, and eight new board directors were chosen at the annual meeting of Council directors.

Louis N. Brockway, executive vice president of Young & Rubicam, New York will serve another one-year term as chairman of the board of the Council.

Re-elected as vice chairmen of the Council's board were Lee H. Bristol, president of Bristol-Myers Co.; Leo Burnett, chairman of Leo Burnett Co., and John C. Sterling, chairman of *This Week* magazine. Chosen again to serve as Council secretary and treasurer, respectively, were Frederic R. Gamble, president of the American Assn. of Advertising Agencies, and Paul B. West, president of the Assn. of National Advertisers.

Fulltime officers continuing in their present posts are Theodore S. Repplier, president; Allan M. Wilson and George P. Ludlam, vice presidents.

New directors elected to the Ad Council board were E. C. Donnelly, Jr., president of John Donnelly & Sons; Merle S. Jones, president of CBS Television; Robert Kenyon, president, Magazine Publishers Assn.; Robert R. Mathews, vice president, American Express Co.; L. H. Odell president MBS; Niles Trammell, president-general manager, WCKR-WCKT (TV) Miami and Lawrence Valenstein, chairman of the board, Grey Advertising.

Broadcasters' Promotion Assn. To Issue Bulletins to Members

A SERIES of monthly service bulletins—covering sales, audience, merchandising and personnel placement promotion—are to be issued to members of Broadcasters' Promotion Assn.

In other news from the Association, David E. Partridge, advertising-sales promotion manager of Westinghouse Broadcasting Co. and BPA president, announced that Ell Henry Jr., ABC Central Div. publicity-promotion director, will serve as chairman of BPA 1957 convention committee. The meeting will be held Nov. 1-2 at the Sheraton Hotel, Chicago.

Jim Allen, WBZ-TV Boston advertising-sales promotion manager, is chairman of sales promotion bulletin. Gene Godt, promotion director of WCCO-TV Minneapolis, heads the audience promotion bulletin. Jack Frazier, client services director, WLW-WLWT (TV) Cincinnati, directs merchandising service bulletin, John M. Keys, advertising-promotion-merchandising director, WMAQ-WNBQ (TV) Chicago, is in charge of the employment bulletin.

St. Louis Media Club Elects Hyland, Weis to Top Posts

ELECTION of officers for the newly-formed Media Club of St. Louis, composed of some 300 business leaders and advertising and journalistic executives connected with the field of communication was announced last week.

Robert Hyland, general manager of KMOX St. Louis, was chosen president, and C. Arthur Weis, president of the *St. Louis Globe Democrat*, elected chairman of the board of directors of the new organization.

Other officers elected for the group are vice president, John H. White, sales manager of Ziv Television Inc.; secretary, J. Michael Hadley, Curtis Publishing Co.; treasurer, William C. O'Donnell, sales manager of KXOK St. Louis.

The 23rd floor of the Lenox Hotel will be remodeled and refurnished to provide facilities for Media Club activities.

Named as Media Club directors: Harry Chesley, executive vice president, D'Arcy Adv. Agency; Charles Claggett, president, Gardner Adv. Agency; Robert T. Convey, president, KWK Inc.; Alfred Fleishman, president, Fleishman-Hillard Inc. (public relations); Harold Grams, program director, KSD-TV St. Louis; Robert Hetherington, KATZ St. Louis; Richard Lynch, president, Lynch, Hart & Stockton, advertising agency; Ted Parmalee, St. Louis manager, Moloney, Regan & Schmitt, national newspaper representatives; Fred Rowden, advertising director, Pulitzer Publishing Co., and Joseph Wahler, manager, St. Louis bureau of *Newsweek* magazine.

DBA Schedules April Meeting

DAYTIME Broadcasters Assn.,—comprising operators of day-only stations seeking extension of FCC time limitations—will meet Saturday, April 6, at the Sheraton Hotel in Chicago, according to Ray Livesay, WLBH Mattoon, Ill., DBA board chairman. Sen. Wayne Morse (D-Ore.) will address the luncheon session. Benedict P. Cottone, DBA attorney, also will take part in the meeting.

TRADE ASSOCIATION PEOPLE

Bob Marks, president of Marks Music Publishing Co., re-elected president of Calif. Copyright Conference (organization of executives of companies owning or using copyrights). Other officers re-elected: **Bob McClusky** (*Billboard*), vice president; **Frania Pasternacki,** secretary; **Alene McKinney** (music director of KBIG Catalina), treasurer.

TRADE ASSOCIATION SHORTS

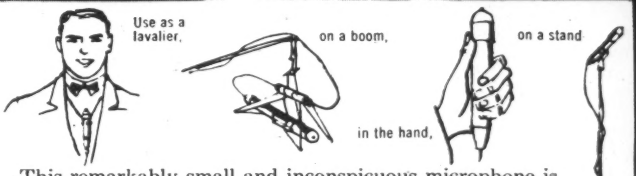
Western States Adv. Agencies Assoc. announces move to 730 S. Western Ave., L. A. Telephone: Dunkirk 7-3371.

Natl. Electronic Distributors Assn. announces move to 343 S. Dearborn St., Chicago. Telephone: Harrison 7-5526.

Assn. of Electronic Parts & Equipment Mfrs. announces incorporation under Illinois laws as non-profit trade association.

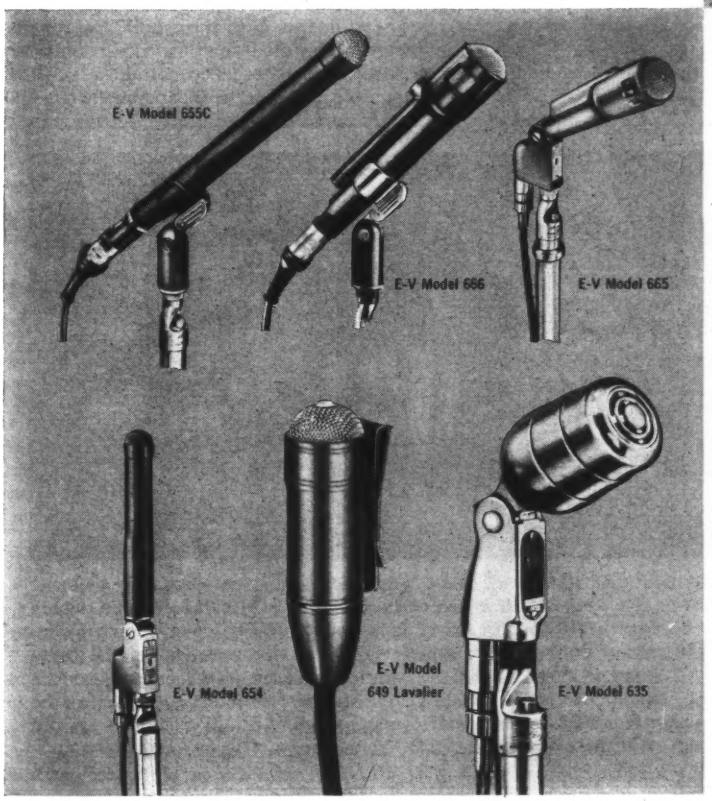
"Amazingly Versatile"...
That's What Audio Engineers Say About

The Electro-Voice Model 646 Omnidirectional Dynamic Lavalier Microphone



This remarkably small and inconspicuous microphone is widely used and highly praised by TV and broadcast audio engineers. Hung on a neck cord, it frees hands of announcer or performer for demonstration or dramatic effects. Exclusive Variable Response Control permits positive screwdriver adjustment for rising or flat high-frequency response. Where concealment is desired, the 646 easily hides under a tie, behind props. Like all E-V microphones, maintenance costs are extremely low. Indestructible Acoustalloy Diaphragm and all the other E-V quality features save you money. Frequency response: 50-10,000 cps —high frequency response, variable. Choice of 50, 150 or 250 ohms. Includes neck cord, clip and cable. List, $147.50.

Electro-Voice is the Major Supplier to the Broadcasting, Telecasting and Recording Industries. E-V Broadcast Microphones are Sold Only Through authorized Distributors.



E-V Model 655C
The World's finest T-V and Broadcast microphone

Model 655C, designed to be heard, not seen. It's the widest-range microphone in the world, encompassing the entire audio range and more. Easy to use, outstanding for single-mike pickup applications. Integral blast filter and Acoustalloy diaphragm. $200 List (less stand).

E-V Model 666 Variable "D" Cardioid—a triumph of electro-acoustics

Smallest and lightest of the cardioids, only 11oz., this widely used E-V mike features the exclusive, patented Variable D®. Variable D means artists can work twice as far away from the 666 as from conventional microphones, yet there is virtually no proximity effect—sound quality doesn't change as artists move in close. Internal wire screen prevents "popping." $255 List (less stand).

Model 665, for superb cardioid performance at a modest price, choose this quality microphone. It has a uniform cardioid pattern at all frequencies, permits close talking without bass accentuation, has blast filter and exclusive Acoustalloy diaphragm. $140 List (less stand).

Model 654, a low-cost, high-quality unit, is similar in design to the 655C. Essentially flat to 15,000 cps, it's fine for all-around use. $95 List (less stand).

Model 649 Lavalier, created for TV, is a small, slim omnidirectional unit providing smooth response and high output. Requires no closely-associated auxiliary equipment, can be worn on neck cord, hand-held or used on stand. Has E-V Acoustalloy diaphragm. $115 List.

E-V Model 635
—"Workhorse of the Industry"

Extremely rugged—engineered for group pick-up, sports, special events and mobile applications—indoors or outdoors. Low initial cost, lowest maintenance cost. $80 List (less stand).

Get ALL the Facts on E-V Professional Microphones. Write for Catalog 120-BT73 TODAY.

Electro-Voice®

ELECTRO-VOICE, INC. • BUCHANAN, MICHIGAN

Canada: E-V of Canada Ltd., 73 Crockford Boulevard, Scarborough, Ontario
Export: 13 East 40th Street, New York 16, U.S.A. Cables: ARLAB

2 things you need to know about

LaGrange, Georgia

ONE: Callaway Towels and Carpets — we believe them to be the very finest—are made here!

TWO: WLAG Radio Advertising is still very effective and productive in this market—despite what TV is supposed to be doing. As a matter of fact, WLAG has more local and national advertisers than ever before—because we're offering MORE RESULTS per dollar spent.

Check with **Indie Sales** or the **Dora-Clayton Agency** for availabilities.

WLAG

LaGrange, Georgia

MEMO: TO TIMEBUYERS!

YOUR BEST TV BUY

in Northeast Pennsylvania

WILK-TV

Cost-per-thousand is

10% LOWER

than its nearest rival

	Cost-per-thousand			
	WILK-TV	STA A	STA B	STA C
CLASS A 7:30-10:30 PM	2.71	2.84	7.50	2.73
Average 5-11 PM	2.92	3.20	5.69	3.41

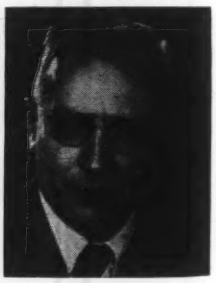
WILK-TV Wilkes-Barre Scranton

Call Avery-Knodel, Inc.

STATIONS

WMT-TV Inc. Directors Promote Three Officials

THREE executives of WMT-TV Inc. Cedar Rapids, Iowa, were promoted at a meeting earlier this month of the station's board of directors.

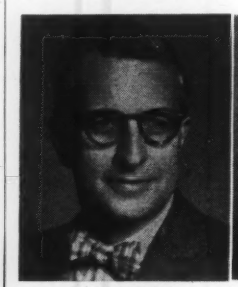


MR. QUARTON

William B. Quarton, who was serving as vice president and general manager of WMT-TV, was named executive vice president of the station. He also serves as vice president and general manager of WMT.

Appointed vice president in charge of sales was Lewis Van Nostrand, who was general sales manager for the tv station. Mr. Van Nostrand also is commercial manager for the radio station.

Douglas B. Grant, formerly director of operations for WMT-TV, was named vice president in charge of television operations for the station.



MR. GRANT

MR. VAN NOSTRAND

Principal stockholders in WMT-TV Inc. are American Bcstg. Stations (51%); William B. Dolph, president of the company (29%), and Mr. Quarton (20%).

TRIES OWN TONIC

THE "get 'em while they're young" philosophy has carried WHDH Boston to the college campus. General Manager Bill McGrath figures "the dozens of Harvard Business School men who will end up behind the desks of major advertising agencies and sponsors" ought to know about WHDH early in the game. To this end, WHDH is running a 13-week schedule of 30-second sign-off announcements on the student-run campus station WHBS (operating four days weekly, 7-11 p.m.), briefly mentioning WHDH's attributes. The schedule cost $47.50.

Burke Splits News Conference After Press Objects to Radio-Tv

LOS ANGELES newspaper reporters last Monday persuaded a high naval officer to exclude radio-tv newsmen from a news conference, and then hold a special broadcast session explaining newspapermen don't like their work recorded for another medium.

Adm. Arleigh Burke, Chief of Naval Operations, agreed to hold the separate broadcast conference after Ed Prendergast, of the *Herald-Express,* objected on behalf of newspaper reporters to the presence of broadcast newsmen.

KNX Los Angeles went on the air later in the day with a statement answering the newspaper position. Mr. Prendergast's objections were included by tape recording.

Carroll Alcott, KNX newsman, cited the newspaper claim that news conference statements are "irrevocably recorded" suggesting public figures call news conferences at their own peril and give their opinions for the record. He noted that broadcast reporters ask questions too, as penetrating as those submitted by their newspaper colleagues.

REPRESENTING nearly 135 years of radio and television experience, five veteran broadcasters chat at last week's 35th anniversary party for WFIL Philadelphia, which opened as WFI on March 18, 1922. L to r: Jack Shantz, WFIL chief engineer who has been with the station for 30 years; Roger W. Clipp, vice president of the radio and tv division of Triangle Publications Inc., station licensee, in broadcasting since 1928 and general manager of WFIL for 25 years; Max E. Solomon, salesman for the station for 25 years; Ednyfed Lewis, general manager of the old WFI, and Harold Simonds, salesman with the station since its 1922 inception.

LIVING BY THE CODE AND LIKING IT

You don't need pitch deals, long spots to make money, says WGN-TV

DO BROADCASTERS have to accept P. I., bait-switch, hard (and long) sell advertising?

That question is asked with embarrassing frequency in circles where opinions count: such as the FCC, which has something to say about a station's staying on the air; the Federal Trade Commission, which has something to say about what constitutes legitimate advertising, and Madison Ave. (the one in New York and others across the country), which has something to say about the company it wants its clients' advertising to keep.

If you get an answer to the question at all, it's likely to go something like this: "C'mon, mister, let's face the facts. Sure we'd like to give up the pitch deals. Sure we'd like to space out those commercials. Sure we'd like to live by the code. But we also like to eat. We've gotta have those accounts to stay in business."

But do you? This is a story about a radio-tv operation that thinks not, and which has had experience on both sides of the street.

THERE are four commercial tv stations operating in Chicago. Three are network affiliates; the fourth, WGN-TV, is an independent.

This is no easy competitive situation. In it, WGN-TV found itself associated with the type of advertising loosely-described as "objectionable": vacuum cleaners and sewing machines, storm windows, phonograph records, glass cutters and other mail order items of similar nature.

That was the case until eight months ago, when it set out to prove, to its own satisfaction and that of the industry, that it's not only possible but highly profitable to "go straight." In the words of Ward L. Quaal, vice president and general manager of the *Chicago Tribune* radio-tv properties (WGN Inc.), "We found we could live better with the code than without it."

Witness these developments:

• WGN-TV eliminated $595,000 worth of "screaming, finger-pointing and hard sell" commercials and "pitch" programs (including mail order) during the last six months of 1956, but rebounded with these billings increases:

• August up 3½% over the same month in 1955; September "slightly over" 1955; October 8½% over September and 5% over the previous year; November 10% over October and 13% over the previous year; December 12% over December 1955; January 1957 7% over January 1956.

• A more equal split between national spot and local billings (48% national-52% local in January 1957 against 25% national-75% local in January 1956).

• Not a single sponsor lost during the Code transition period.

• Billings out of the New York sales offices up 43% for August-December 1956.

• Rates increased an average 20%.

It's reliably reported that WGN-TV grossed $6-7 million during 1956, $1-1.5 million more than in 1955.

Compliance with the commercial time specifications of the NARTB Tv Code did not come overnight. The station joined the association last July 1, then mapped out the changes to bring practices in conformance with the Code by Nov. 15. This, roughly, is how it was worked out:

On 30-minute shows, commercials were cut from 6 to 4:30 minutes by Sept. 15, and from 4:30 to 3 minutes by Nov. 15.

On 60-minute shows, commercials were cut from 12 to 9 minutes by Sept. 15, and from 9 to 6 minutes by Nov. 15.

On 90-minute shows, commercials were cut from 18 to 14 minutes by Sept. 15, and from 14 to 10:15 minutes by Nov. 15.

(All above are for programs in Class A time.)

It should be pointed out that the bellwether of WGN-TV's feature film hold on televiewers in recent years has been its 10 p.m. slot—the first hour of which falls in Class A time permitting six minutes of commercials. The remaining 30 minutes are Class C, allowing 4:15 minutes.

As one observer pointed out, "You no longer can go to the icebox for a sandwich and a bottle of beer when the commercial comes on."

Another innovation instituted by Mr. Quaal provides for elimination of middle commercials in all news programs on WGN-AM-TV. WGN Radio newsmen also are permitted to extend their shows when news warrants additional treatment. The policy has been cleared with advertisers involved.

MR. QUAAL

Mr. Quaal, a retiring member of the NARTB Tv Board, was appointed general manager of the *Tribune* properties last June and took command Aug. 1 after severing his 5-year association with Crosley Broadcasting Corp. as vice president and assistant general manager. He actually started his career with WGN in 1941, leaving eight years later to become director of the Clear Channel Broadcasting Service.

It came as a distinct shock to Chicago trade circles—and especially to clients—that Mr. Quaal "meant business" when he preached the radio and tv codes. Many an advertiser who theretofore had used WGN-TV as a weapon for driving down prices on feature film at opposing stations found the situation changed.

Mr. Quaal spent much of his early days at WGN Inc. trying to win friends and influence clients.

The problem was two-fold: to convince advertisers they could comply with code provisions and to reassure them that they could simultaneously increase the impact and effectiveness of their tv advertising.

One sponsor, who shall be nameless, threatened to cancel and sue WGN for nonfulfillment of contract. It took some doing to dissuade him from that course and to persuade him to tear up the old and sign a new 52-week contract, knowing full well that hard sell pitches were out the window. It was worth the effort: he now attests that compliance with the code was about the best thing that ever happened to business, and subsequently bought a new half-hour show.

What WGN-TV accomplished in tv, WGN has achieved on a more modest scale in radio. Just as the tv outlet enjoyed the best November in its 9-year history, so, too, WGN racked up its heaviest gross billing in 32 years. The chief developments were these:

• Billings rose 5% the last half of 1956 over that period the previous year and 1½% over the first six months of 1956. The station not only recouped lost but added new business.

• Business placed November 1956 through January 1957 increased 8% over those three months in 1955-56, with nearly a 19% jump recorded for this past January over that month last year.

• The composite July-October period in 1956 was up about 1% over 1955's, reflecting the station's transition period when sales were unsettled.

• WGN's New York (national) billings rose 14% the last six months of 1956 over the previous year.

WGN started dropping mail order and per inquiry advertising as early as last July, despite the fact that such business, according to estimates, ran anywhere from $125,000-$150,000 annually and that, pro-rated the first six months of 1956, provided a substantial loss of revenue to the station—one recouped the last half of the year (see above). In eliminating this type advertising WGN, like WGN-TV, lost not a solitary client and actually registered more business.

Again, comparisons of revenue before and after more strict compliance with the codes are secrets closely guarded in Tribune Tower. But reliable estimates place radio billings for 1956 around $1.6 million, an increase over the previous year.

Unlike its tv counterpart, WGN Radio pared its commercial lengths in one step last July. They went from 1:30 to 1:15 for five minutes; 2:15 to 2:10 for 10 minutes; 3:15 to 3:00 for 15 minutes, and 5:00 to 4:15 for 30 minutes.

WISN-TV Scores High Rating In Premiere of 'Martin Luther'

MORE THAN 56% of Milwaukee area residents who had their television sets on the night of March 8 watched the world tv premiere of "Martin Luther" over WISN-TV that city, according to an American Research Bureau survey made during the first half hour of the show (10:30-11 p.m. EST).

John B. Soell, general manager of the station, said ARB reported that 26.6% of all potential viewers saw the film. The total viewership of all other tv stations was 20.6%, the ARB figures showed.

WISN-TV scheduled the March 8 showing of "Martin Luther" late last month [B•T, March 4] after WGN-TV Chicago had cancelled a scheduled presentation of the movie last December [B•T, December 24, 1956]. Towne Commercial Sales Inc., a subsidiary of Towne Realty Co., sponsored the film on the Milwaukee station.

Outcome of a protest petition to the WGN-TV cancellation, filed before the FCC by the Protestant Action Committee for Freedom of Religious Expression, is still pending.

CROSLEY Broadcasting Corp. will invest about $2 million for the construction of a new television station in Indianapolis and will include this studio building, according to James D. Shouse, Crosley chairman and a vice president of Avco Mfg. Corp., parent company. FCC's grant for construction of the station was made March 8 [B•T, Mareh 18, 11]. The station, WLWI (TV) (ch. 13), is to go on the air in September. The grant raises the number of Crosley-owned vhf stations to five.

Sidley, Laufer Buy Into Stations

MORTON SIDLEY, who becomes manager of KLAC Los Angeles on April 1 [B•T, Mar. 18], has acquired 10% of the stock in Television Co. of America, owner of KSHO-TV and KBMI Las Vegas, and Ira Laufer, former account executive of KFWB Los Angeles has acquired 20% of the TCA stock, it was announced by Arthur B. Hogan, president of Albert Zugsmith Corp., station and newspaper broker. The four former owners of the Las Vegas stations: Frank Oxarart, John D. Feldmann, Albert Zugsmith and Mr. Hogan, remain as stockholders, with their shares reduced to 17½% each. Mr. Laufer will assume the position of general manager of the Las Vegas stations, Mr. Hogan said, adding that details of the transaction would be filed with the FCC, although the Commission's approval is not required, since there is no transfer of control.

Nason Heads WGBI Scranton, Replaces George D. Coleman

RICHARD E. NASON has been named general manager of WGBI Scranton, Pa., Mrs. M. E. Megargee, president of the station, announced. He replaces George D. Coleman, who relinquishes the post after 27 years.

MR. COLEMAN MR. NASON

Mr. Nason has been in the radio and tv industry for 15 years. He previously had been general manager of the Agnes Jane Greer stations, with headquarters in Pittsburgh.

Mr. Coleman was general manager of WGBI-TV until that property was acquired by the *Philadelphia Bulletin*. After a short vacation he plans to continue in the broadcasting field.

Cornelius Craig Dies at 88

CORNELIUS A. CRAIG, 88, founder of the National Life and Accident Insurance Co. which owns and operates WSM-AM-TV Nashville, Tenn., died last Tuesday after a long illness. Mr. Craig founded the insurance company in 1902, and in 1925 started WSM where the *Grand Ole Opry* was originated.

Survivors include his son, Edwin W. Craig, board chairman of National Life and WSM Inc., station subsidiary.

available in sections
THE
sesac
TRANSCRIBED LIBRARY
COLISEUM TOWER • NEW YORK 19
send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

Ian S. Lansdown, Owner & Gen. Mgr. of KRKS, Ridgecrest, Cal. writes:

"Thanks to SESAC, we are off to a very satisfactory start here in Ridgecrest.

"Despite unexpected delays, competition, and a complex and diverse listening audience, we have been able to capture a very sizable and responsive following. This has resulted in the signing of long-term contracts by most of the leading merchants in town.

"It is my firm belief that the use of the SESAC Library material in balancing out our programs, is the main single factor in gaining and holding our audience. No matter what type program we are presenting we usually alternate a SESAC transcription with each record. Since SESAC has the unique quality of falling within a certain category and yet being acceptable to a great variety of listeners, we are able to offer definite program types and still keep the majority of the listeners happy.

"This makes us happy to have chosen SESAC."

OPERATION COLORCAST

WWJ-TV Detroit a fortnight ago carried live in color a one-hour portion of a heart operation. The colorcast of the operation, performed by a team of surgeons in Grace Hospital required unsticking one of the heart valves. Carried in the 10:30-11:30 p.m. slot, it earned wide acclaim from viewers and the press. The surgical performance was done through the cooperation of the station, Smith, Kline & French Laboratories, Philadelphia, and medical societies and heart associations.

303 Radio Stations to Carry Indianapolis Speedway Race

LISTENERS tuned into 303 stations in 46 states this year will hear half-hour broadcasts of the annual 500-mile speedway classic from Indianapolis May 30. They also will hear broadcasts of the qualifying trials for the races set for May 18, 19, 25 and 26.

All broadcasts will originate as usual through the facilities of WIBC Indianapolis, key station in the Indianapolis Motor Speedway Network which has confirmed 303 stations for this year's 500-mile classic.

Sid Collins, WIBC sportscaster and a nine-year-veteran of speedway reporting, will be chief announcer for the race, and he will be assisted by 10 announcers from five Indianapolis stations (WIBC, WFBM, WIRE, WISH, WXLW). Continuing as producer of the show will be William Dean, WIBC program director. Technical operations will be directed by Robert Minton, the station's chief engineer.

WANE-AM-TV Plan to Occupy New Quarters About Sept. 15

J. H. WHITNEY & Co., which last week announced that WINT (TV) Fort Wayne will change its call letters to WANE-TV on April 1 [CLOSED CIRCUIT, March 18], has announced that WANE Fort Wayne and WANE-TV will move into combined quarters about Sept. 15.

Constructon of the new studio and office facilities will begin shortly on West State Blvd. in Fort Wayne. It also was announced last week that Edward Petry & Co. will be national sales representatives for both stations. They were acquired by the Whitney firm Nov. 15, 1956. Other Whitney properties are WISH-AM-TV Indianapolis, KOTV (TV) Tulsa, Okla., and KGUL-TV Galveston-Houston, Tex.

WPET Names Simmons for Sales

APPOINTMENT of Simmons Assoc., New York and Chicago, as national sales representative of WPET Greensboro, N. C., has been announced by Hugh Holder, president of WPET and William Mitchell and Robert Montgomery, vice presidents. WPET changed hands last month when the FCC approved its sale to the present owners. It operates daytime with 500 w on 950 kc.

HOW'S THIS FOR...

WINGSPAN?

TELEPROMPTER CORPORATION'S GROWTH PATTERN

1953 . . . 1st DISPLAY AT NARTB
1954 . . . EXPAND EXHIBIT to fill TWO hotel rooms
1955 . . . ENLARGE OPERATION to main floor exhibit
1956 . . . 6th LARGEST EXHIBITOR AT NARTB

NOW 1957 THE 3rd LARGEST NARTB EXHIBITOR!

FEATURING

NEW AND EXCITING DEVELOPMENTS FOR THE TV INDUSTRY!

New MOD V (all new 1957 TelePrompTer) . . . NEW TELEPRO "6000" Last word in REAR SCREEN projection . . . NEW Expansion program, TelePrompTer Corporation's NEW Group Communications Division, specializing in CLOSED-CIRCUIT television services.

TELEPROMPTER CORPORATION

311 West 43rd St., New York 36, N. Y. • JUdson 2-3800

HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*

LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

VISIT US IN

ROOMS 542-544A

NARTB SHOW

APRIL 7-11, 1957

CONRAD-HILTON
CHICAGO

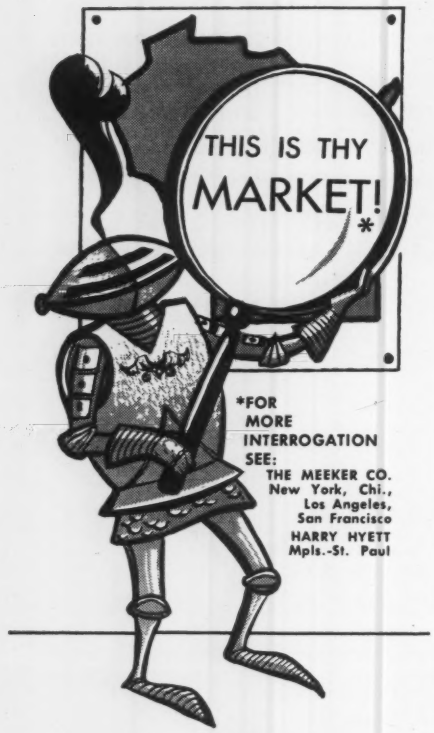
NEMS • CLARKE, INC.

SILVER SPRING, MARYLAND

PRECISION ELECTRONICS SINCE 1909

Sir Seven presenteth
a CLUE for . . . .

WSAU-TV
WAUSAU, WISCONSIN



MY NAME IS . . Sir Seven
I'M A TELESTATION
YOUR JOB . . . INVESTIGATE

YES MAM, THIS IS THE MARKET.
COVERS ALL NO. CENTRAL WISCONSIN
EXCLUSIVE COVERAGE!
CHECK OUR "M.O."
(Method of Operation)

THE FACTS:

Total Retail Sales	$567,064,000
Gross Farm Income	$207,408,000

wsau-tv
WAUSAU, WIS.
OWNED AND OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

CELEBRATING its 35th anniversary, WBT Charlotte, N. C., played host to the New York staff of its national spot representative, CBS Radio Spot Sales, at a luncheon in New York's Hotel Ambassador. Among those attending were (l to r) Gordon F. Hayes, general manager of CBS Radio Spot Sales; Charles H. Crutchfield, executive vice president-general manager of WBT; Jules Dundes, vice president in charge of station administration for CBS Radio, and Paul Marion, WBT national sales manager.

WIVY Appoints Masla

WIVY Jacksonville, Fla., has named new firm of Jack Masla & Co., New York, as national sales representative effective immediately. Masla firm organized fortnight ago with Jack Masla, former New York executive vice president of Burke Stuart Co., as president [B•T, March 11].

REPRESENTATIVE PEOPLE

Frederick W. Krais, William G. Rambeau Co., N. Y., and **George W. Kupper,** N. Y. advertising office of *Detroit News,* joins Peters, Griffin, Woodward Inc., same city, as tv account executives.

Ralph Conner, sales executive in N. Y. office of Headley-Reed Co., to radio sales staff of The Bolling Co.

Robert H. Karpas, ABC Radio's co-op sales department, to Devney & Co., N. Y.

Jack Carter, tv promotion writer, Edward Petry & Co., father of girl, Joanne, March 11.

KGNO Dodge City, Kan., appoints Venard, Rintoul & McConnell Inc.

STATION PEOPLE

James McClain, general manager, KFDA Amarillo, Tex., to Arnold Stations (WINN Louisville, WALT Tampa, WTAM Decatur [Ga.], WMFJ Daytona Beach), as vice president in charge of sales. He will headquarter at WTAM Decatur.

Bertram Libin, local sales manager, WMAL Washington, named general sales manager.

Claude R. Scott, chief engineer, KNAC-TV Ft. Smith, Ark., to KTBS-TV Shreveport, La., in similar capacity.

Charles W. Curtin, formerly with WEAT-TV West Palm Beach, Fla., to WCKR Miami, as promotion manager.

Charles Blair, staff engineer, WAAM (TV) Baltimore, named transmitter supervisor.

Richard E. Block, promotion manager, KCRA-TV Sacramento, Calif., to KROM-TV San Francisco, as director of sales promotion-merchandising.

Joe Story, formerly general manager of KCKN Kansas City, to KCMO-FM-TV, same city, sales staff. He previously was in charge of sales for Kellogg Co., in Kansas City market.

MR. STORY

Richard Grand named sales manager for KAIR Tucson, Ariz.

Vic Ludington, WOAY - TV Oak Hill - Beckley, W. Va., promoted to station manager.

Bob Andrews, WPDQ Jacksonville, **Jim Driscoll** and **Tom Fallin,** WROD Daytona Beach, join WNTM Vero Beach, all Fla., as manager, sales manager-announcer, and music director, respectively.

Charles E. Sullivan, commercial manager, KAYO Seattle, promoted to assistant station manager, and **Gil Bond,** sales manager for KOL, same city, joins KAYO in similar capacity.

Howard Van der Meulen, advertising-sales promotion department, WBUF (TV) Buffalo, N. Y., named manager of press and publicity.

THE PEOPLE'S CHOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

CBS-TV TAKES EDGE IN EMMY TV HONORS

- **Wins 14, one over NBC-TV**
- **'Playhouse 90' scores high**

CBS-TV and NBC-TV came away with a near-even split in the 1956 "Emmy" awards announced and presented by the Academy of Television Arts & Sciences on a 90-minute NBC-TV colorcast March 16. The network score: CBS-TV 14, NBC-TV 13, ABC-TV 2.

Individuals and/or programs mentioned the most were Sid Caesar and his *Caesar's Hour* (NBC-TV); *Playhouse 90* and its "Requiem for a Heavyweight" (CBS-TV), and Edward R. Murrow (CBS-TV).

For the "best engineering or technical achievement" category Ampex and CBS-TV shared a dual entry—Ampex for the development of video tape and CBS-TV for its further development and practical application of the technique.

Included this year were local Emmy awards for New York and Los Angeles.

Here is how *Playhouse, Caesar's Hour,* Mr. Murrow and Phil Silvers divided up many of the awards:

Playhouse: Best new program series originated during the year; its "Requiem" was voted best single program of the year; Jack Palance, star of "Requiem," best single performance of an actor; Rod Serling, writer of "Requiem" best teleplay writing of one hour or more; Ralph Nelson, director of "Requiem," best direction of one hour or more; Albert Herschong, art director of "Requiem," best art direction of one hour or more.

Caesar's Hour: Best series of one hour or more; Sid Caesar, best continuing performance by a comedian in a series; Nanette Fabray, best continuing performance by a comedienne in a series; Carl Reiner, best supporting performance of an actor; Pat Carroll, best continuing performance of an actress.

Edward R. Murrow: Best news commentator; *See It Now,* best public service series; *Years of Crisis,* a yearend report with Mr. Murrow and CBS correspondents, best coverage of a newsworthy event.

Phil Silvers Show: Best series of a half hour or less; and his comedy writing team, best of a variety or situation comedy show.

Other awards:

Best continuing performance in a dramatic series (actor): Robert Young, *Father Knows Best* (NBC-TV).

Best continuing performance in a dramatic series (actress): Loretta Young, *Loretta Young Show* (NBC-TV).

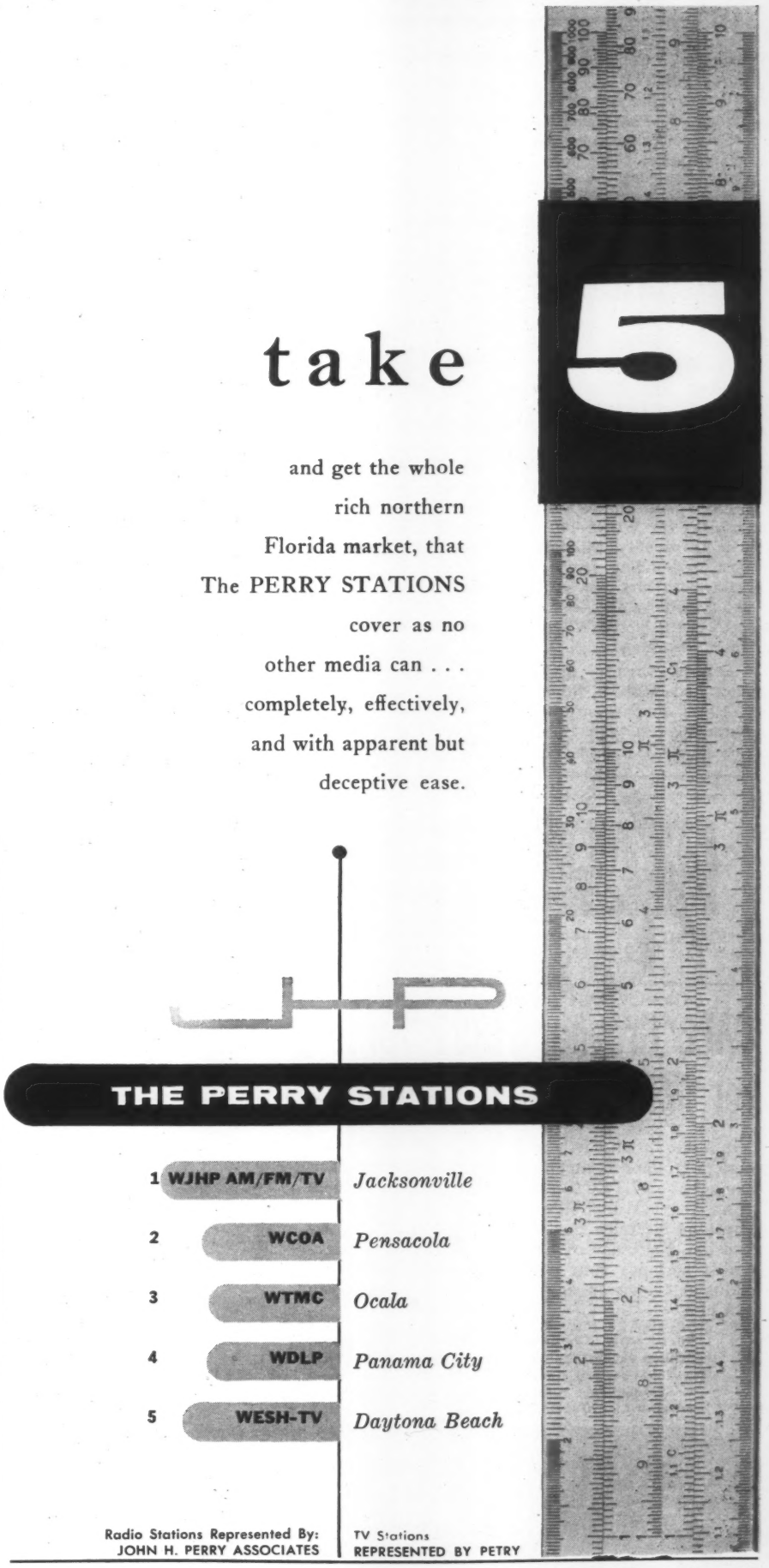
Best single performance (actress): Claire Trevor, *Producers' Showcase*—"Dodsworth" (NBC-TV).

Best male personality (continuing performance): Perry Como (NBC-TV).

Best female personality (continuing performance): Dinah Shore (NBC-TV).

Best teleplay writing, half hour or less: James P. Cavanagh, "Fog Closing In," *Alfred Hitchcock Presents* (CBS-TV).

Best direction, half hour or less: Sheldon



Leonard, "Comeback," *Danny Thomas Show* (ABC-TV).

Best art direction, half hour or less: Paul Barnes, *Hit Parade* (NBC-TV).

Best cinematography for television: Norbert Brodine, "The Pearl," *Loretta Young Show* (NBC-TV).

Best live camera work: "A Night to Remember" on *Kraft Television Theatre* (NBC-TV).

Best editing of a film for television: Frank Keller, "Our Mr. Sun," AT&T science series (CBS-TV).

Best musical contribution for television: Leonard Bernstein, *Omnibus* (ABC-TV).

Local awards in New York: Most outstanding live local program, *Night Beat* on WABD (TV); best documentary or educational program *Camera Three* on WCBS-TV; best news program, *11th Hour News* with John K. M. McCaffery, WRCA-TV; best children's or teen-age program. *Children's Theatre* on WRCA-TV and *On the Carousel* on WCBS-TV; most outstanding male personality, Mike Wallace (WABD); most outstanding female personality, Jinx Falkenburg McCrary (WRCA-TV); special station achievement, dual to WABD (TV) for *Night Beat* and WPIX (TV) for United Nations coverage.

Emmys presented in Los Angeles: Best entertainment show, *Stars of Jazz* on KABC-TV; best documentary or educational program, *Harvest* with Dr. Frank Baxter on KRCA (TV); best children's program, *Faith of Our Children* on KRCA; best news program, *Big News* on KNXT (TV); best sports show *Gil Stratton's Sports News* on KNXT most outstanding male personality, Clete Roberts on KNXT; most outstanding female personality, Eleanor Powell on KRCA; best local program outside Los Angeles (program originated locally but seen outside of city), *Confidential File* on KTTV (TV), special station achievement award to KNXT for general overall excellence in public service and honorable mention for public service standards.

RAB Sets April 30 Deadline For 'Radio Results' Entries

ENTRIES in the fifth annual "Radio Gets Results" contest for member stations of the Radio Advertising Bureau must be received by April 30, RAB has announced. The competition is designed to locate outstanding examples of successful use of radio by local advertisers. Case histories will be judged by a national panel of advertising authorities, and plaques in ten classifications of local business will be awarded.

AFA Sets Deadline for 'Hall'

CLOSING date for nominations for the Advertising Hall of Fame is April 20, it was announced last week by Gilbert T. Hodges, chairman of the Hall of Fame Managing Committee of the Advertising Federation of America, which sponsors the project. Nomination blanks may be obtained from AFA, 250 W. 57th St., New York, N. Y.

AWARD SHORTS

John F. Patt, president of WJR Detroit, received plaque for WJR's "years of distinguished service to the United Foundation" from Walter Laidlaw, head of Detroit Torch Drive.

Stuart F. Louchheim, president of Stuart F. Louchheim Co., and president of Academy of Music of Philadelphia Inc., named recipient of NBC Public Service Award for his Centennial Concert and Ball. Concert was given on behalf of fund for restoration of Academy of Music.

Sam Gallu, president, Sam Gallu Productions, Hollywood, and producer of ABC-TV's *Navy Log* series, received Navy Distinguished Public Service Award, for his "unselfish interest and untiring and patriotic service" to Navy. Award was made by Secretary of Navy Charles S. Thomas.

KBTV (TV), *Denver Post* and **Denver Chamber of Commerce,** commended by Colorado State Legislature with official citation read into legislature's records. They were cited for their "outstanding contribution, through publicity, to better public understanding of the state congress and its members" through KBTV's *Heart of the Empire* which is presented weekly by station in cooperation with *Post* and Chamber of Commerce.

Joseph B. Matthews, assistant general manager, WLOW Norfolk, Va., received Distinguished Salesmanship Award for 1956 at annual Hampton Roads Sales Executive Club "Sammy Awards" dinner. He was credited with being responsible for "more WLOW sales than any other account executive" in station's 10-year history.

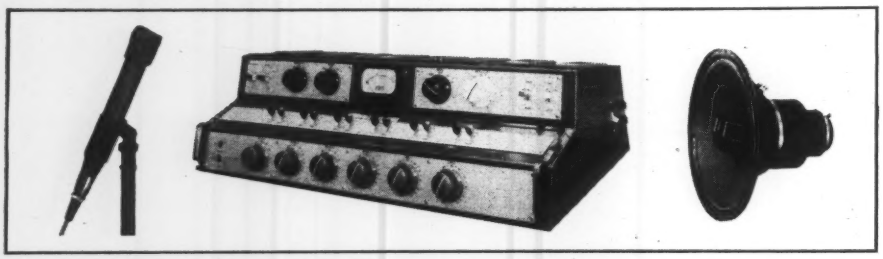
John Rovick, KTTV (TV) Los Angeles personality, received award from general chairman of Arthritis and Rheumatism Telethon conducted over KTTV. Mr. Rovick conducted "Shake-A-Thon" during which he spent 10 consecutive hours shaking hands and accepting contributions from youngsters.

KNXT (TV) Los Angeles has received Calif. National Guard Meritorious Service Award for 1956 "in appreciation of patriotic cooperation in support of the Calif. National Guard."

WMBR-TV Jacksonville, Fla., cited by local chapter of Muscular Dystrophy Assn. of America for its participation in "furthering the causes of the association."

KDYL-AM-FM-KTVT (TV) Salt Lake City received Treasury Dept.'s "Minute Man Award" for their assistance to U. S. Savings Bonds division which "resulted in Utah's placing fourth in the nation in percent of increase in sales during 1956 over 1955."

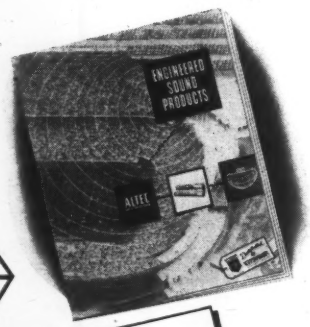
KRLD Dallas received award from local Press Club for "best monthly coverage" of public service on part of newspaper, radio or tv station for its issuing of frequent bulletins on weather during recent icy road conditions.



CALL Graybar FIRST for everything you need for Microphones, Amplification, Reproduction

Top audio quality is a certainty when you use the best microphones, amplifiers and loudspeakers you can get . . . ALTEC . . . via Graybar. Count on help from Graybar, too, on any problem of selection of anything electrical for station maintenance or expansion. Your nearest Graybar Broadcasting Specialist becomes your consultant on any phase of radio or television engineering – the instant you call him. 729-13

READY NOW — YOUR FREE BULLETIN ON "ENGINEERED SOUND PRODUCTS" 34-pages packed with illustrations, specifications and operating data on ALTEC sound products. Order your copy from GRAYBAR ELECTRIC COMPANY, INC., 420 LEXINGTON AVE., NEW YORK 17, N. Y.



EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via Graybar

IN OVER 130 PRINCIPAL CITIES

Station Authorizations, Applications
(As Compiled by B • T)

March 14 through March 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through March 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,021	3,001	212	361	148
Fm	540	520	46	54	0

FCC Commercial Station Authorizations
As of February 28, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,000	513	290
Cps on air	31	16	225
Cps not on air	133	23	123
Total authorized	3,164	552	638
Applications in hearing	119	0	70
New stations requests	303	10	56
New station bids in hearing	67	0	10
Facilities change requests	146	11	45
Total applications pending	900	112	353
Licenses deleted in February	0	2	0
Cps deleted in February	0	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through March 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	381	91	472[1]
Noncomm. Education	18	5	23[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	350	323	673[1]
Noncomm. Educational	26	21	47[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,069	337	832	571	1,406[3]
Noncomm. Educ.	65		37	27	65[4]
Total	1,132	337	869	598	1,469[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Ineludes 44 already granted.
[5] Includes 718 already granted.

Existing Tv Stations . . .

ACTIONS

WJBF (TV) Augusta, Ga.—Granted change in transmitter site (ch. 6) to point near Beech Island, S. C., about 10 miles southeast of present site, increase antenna height from 610 to 1370 ft., and make changes in antenna system. Announced March 20.

WHBF-TV Rock Island, Ill.—Granted mod. of cp to move transmitter (ch. 4) about 15 miles southeast of city, increase aural ERP from 50 to 70 kw, and increase antenna height from 380 to 1000 ft. Announced March 20.

WRCV-TV Philadelphia, Pa.—Granted application to move transmitter (ch. 3) about four miles southwest of present location and install new antenna to be used jointly with **WFIL-TV Philadelphia** without prejudice to whatever action may be necessary or appropriate as a result of any final judgement which may be entered in pending antitrust action in *United States of America* v. *Radio Corp of America* and *National Broadcasting Co.*, filed in U. S. District Court for Eastern District of Pennsylvania on Dec. 4, 1956. Commissioner Mack abstained from voting. Announced March 20.

APPLICATION

KJEO (TV) Fresno, Calif.—Seeks cp to change ERP to 380 kw vis., 190 kw aur. and install new trans. and DA. Announced March 14.

Translators . . .

ACTION

Boise City, Okla., City of Boise City—Granted ch. 70 (806-812 mc) to rebroadcast ch. 4 **KGNC-TV Amarillo, Tex.** P. O. address % Millard Fowler, Mayor. Trans. output 10 w, ERP to community 53.9 w. Estimated population to be served 4,000. Estimated construction cost $5,107, first year operating cost $1,560. Announced March 20.

New Am Stations . . .

ACTIONS

Grand Junction, Colo.—Mountain States Bcstg. Corp., granted 620 kc, 10 kw D. P. O. address % **E. Anson Thomas**, 1102 Elm Ave., Grand Junc-

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS

RADIO • TELEVISION • NEWSPAPER

EASTERN	MIDWEST	SOUTH	SOUTHWEST	WEST
FULLTIME EXCLUSIVE	FULLTIME WANTED	DAYTIME INDEPENDENT	TEXAS INDEPENDENT	CALIFORNIA INDEPENDENT
$40,000	$125,000	$150,000	$150,000	$70,000
Middle Atlantic States. Break-even operation. Needs owner-manager. $15,000 down.	We have a highly qualified buyer for a good market in Michigan, Indiana, Illinois or Ohio. Can pay $35,000 cash down.	One of the better growth markets. Good earning record. Terms available.	Top class market. Diverse economy. Profit maker. Some terms available.	Exclusive market. Substantial real estate. Near coast. $25,000 down.
WASHINGTON, D. C. Wm. T. Stubblefield 1737 DeSales St., N. W. EX 3-3456	**CHICAGO, ILL.** Ray V. Hamilton Tribune Tower DE 7-2755	**ATLANTA, GA.** Jack L. Barton 1515 Healey Bldg. JA 3-3431	**DALLAS, TEX.** Dewitt (Judge) Landis Fidelity Union Life Bldg. RI 8-1175	**SAN FRANCISCO** W. R. (Ike) Twining 111 Sutter St. EX 2-5671

Call your nearest office of

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

tion, Colo. Estimated construction cost $50,609, first year operating cost $75,294, revenue $84,000. Mr. Thomas, former manager, **KFXJ** Grand Junction, is president-51% owner of applicant. Announced March 20.

Panama City Beach, Fla.—Regional Bcstg. Co., granted 1480 kc, 500 w D. P. O. address P. O. Box 794 Jonesboro, Ark. Estimated construction cost $15,600, first year operating cost $48,000, revenue $66,000. Principals include equal owners **Harold E. King** and **Helen W. King, owners of KBTM-AM-FM Jonesboro, Ark.,** and **KGHI Little Rock, Ark.** Application for transfer of control of tv cp (KBTM-TV) to Central South Sales, pending at FCC. Announced March 20.

Cedar Falls, Iowa—Jane A. Roberts, granted 1250 kc, 500 w D. P. O. address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $17,500, first year operating cost $36,000, revenue $50,000. **Mrs. Roberts** and her husband **Cecil** own and operate following stations: **KREI Farmington, Mo.; KCHI Chillicothe, Mo.; KBIA Columbia, Mo.; KCRB Chanute, Kan.,** and **WINI Murphysboro, Ill.** Announced March 20.

Lake Providence, La.—Radio Services Co., granted 1050 kc, 250 w D. P. O. address % Emmet H. McMurry Jr., P. O. Box 661, Greenville, Miss. Estimated construction cost $16,000, first year operating cost $36,000, revenue $48,000. Principals are equal partners **Emmet H. McMurry Jr.** and **Frank W. Baldwin,** owners of **WJPR Greenville.** Announced March 20.

Richwood, W. Va.—Royal Bcstg. Co., granted 1280 kc, 1 kw D. P. O. address % David B. Jordan, Box 245, Grundy, Va. Estimated construction cost $20,530, first year operating cost $38,000, revenue $50,000. Principals include **David B. Jordan,** 25% (25% owner of **WNRG Grundy**); **Herman G. Dotson,** 25% (50% WNRG); **John B. Dotson,** 25% (coal interests); **Don C. Dotson,** 25% (coal). Announced March 20.

APPLICATIONS

Marlboro, Mass.—Marlboro-Hudson Bcstg. Corp., 1580 kc, 1 kw D. P. O. address % **David M. Myers,** 455 Main St., Fitchburg, Mass. Estimated construction cost $10,265, first year operating cost $65,000, revenue $75,000. Mr. Myers, owner **WFGM Fitchburg,** will be sole owner (contingent on change in facilities of WFGM). Announced March 18.

Windom, Minn.—North Star Bcstg. Co., 1580 kc, 250 w D. P. O. address 14 18th Ave. So., Hopkins, Minn. Estimated construction cost $8,280, first year operating cost $40,256, revenue $98,200. North Star owners are **Paul C. Lund** (37.5%), former station manager **KGAC St. Peter, Minn., Eugene H. Frisk** (37.5%), former employe KGAC, and **Robert D. Thompson** (25%), Honeywell Regulator Co., Minneapolis. Announced March 15.

Belzoni, Miss.—Roth E. and **Lucille Hook** d/b as **Humphreys County Bcstg. Co.,** 800 kc, 250 w D. P. O. address % Mr. Hook, Aliceville, Ala. Estimated construction cost $13,112, first year operating cost $24,000, revenue $36,000. Mr. and Mrs. Hook will be equal partners. Mr. Hook owns 49% **WRAG Carrollton, Ala.,** 45% **WMAG Forrest, Miss.,** 75% **WRUS Russellville, Ky.,** and 20% **WDOB Aliceville.** Mrs. Hook owns 30% WDOB. Announced March 19.

Socorro, N. M.—John Blake, 1290 kc, 1 kw D. P. O. address % Mr. Blake, Box 608, Grants, N. M. Estimated construction cost $21,730, first year operating cost $20,000, revenue $30,000. Mr. Blake, owner **KMIN Grants,** will be sole owner. Announced March 19.

Pennington Gap, Va.—Lee County Bcstg. Co., 1570 kc, 1 kw D. P. O. address Pennington Gap. Estimated construction cost $17,325, first year operating cost $29,000, revenue $35,000. Lee co-owners are **Arnold H. Johnson,** clergyman and florist, and **Daniel Gabriel,** doctor of medicine. Announced March 15.

Auburn, Wash.—John W. Mowbray and **Edward Garre** d/b as **Auburn Bcstrs.,** 1220 kc, 250 w D. P. O. address 1110 5th Ave., Auburn. Estimated construction cost $11,925, first year operating cost $42,000, revenue $52,800. Mr. Mowbray, Hugh Feltis & Assoc. (radio-tv representative), and Mr. Garre, account executive **KMO Tacoma, Wash.** are co-owners. Announced March 18.

Existing Am Stations . . .

ACTIONS

WCAS Gadsden, Ala.—Granted change from 1 kw, D, to 5 kw, DA-D. Announced March 20.

WRFC Athens, Ga.—Granted change from 1 kw to 5 kw. Announced March 20.

WACL Waycross, Ga.—Granted change from 1 kw, DA-N unl., to 1 kw-5 kw-LS, DA-N, unl. Announced March 20.

KWEI Weiser, Idaho—Granted change from 1240 kc, 250 w unl., to 1220 kc, 1 kw, D. Announced March 20.

Renewal of License

KWIQ Moses Lake, Wash.; KABC Los Angeles, Calif.; WARE Ware, Mass.; WCME Brunswick, Me.; WDOT Burlington, Vt.; WDRC Hartford, Conn.; WGAW Gardner, Mass.; WHWB Rutland, Vt.; WICC Bridgeport, Conn.; WMOO Milford, Mass.; WPAW Pawtucket, R. I.; WTSL Hanover, N. H.; WTSV, WTSV-FM Claremont, N. H.; WAMF Amherst, Mass.; WBUR Boston, Mass.; WERS Boston, Mass.; WGBH-FM Boston, Mass.; WHSR-FM Winchester, Mass.; WMUA Amherst, Mass.; WCSH-TV Portland, Me.; WCAX-TV Burlington, Vt.; WERI Westerly, R. I.; WWON-AM-FM Woonsocket, R. I.; WICE Providence, R. I.; WNAB Bridgeport, Conn.; WCCC Hartford, Conn.; WCNX Middletown, Conn.; WAVZ New Haven, Conn.; WATR Waterbury, Conn.; WGUY Bangor, Me.; WPOR Portland, Me.; WBOS Brookline (Boston), Mass.; WORL Boston, Mass.; WHAV Haverville, Mass.; WREB Holyoke, Mass.; WCCM Lawrence, Mass.; WCAP Lowell, Mass.; WLLH-AM-FM Lowell, Mass.; WHIL Medford, Mass.; WMNB North Adams, Mass.; WPLM Plymouth, Mass.; WACE Chicopee (Springfield), Mass.; WSPR Springfield, Mass.; WTXL W. Springfield, Mass.; WCRB-AM-FM Waltham, Mass.; WJWG Conway, N. H.; WHEB Portsmouth, N. H.; WHIM Providence, R. I.; WRIB Providence, R. I.; WSYB Rutland, Vt.

APPLICATIONS

WJVA South Bend, Ind.—Seeks cp to increase power from 250 w to 1 kw and install new trans. Announced March 14.

WNKY Neon, Ky.—Seeks cp to change frequency to 1480 kc, power to 1 kw, hours to D and install new trans. Announced March 15.

WCHB Inkster, Mich.—Seeks cp to increase power from 500 w to 1 kw, install new trans. and change DA. Announced March 14.

WGUY Bangor, Me.—Seeks cp to change frequency to 1250 kc, power to 5 kw, install DA-N and new trans., and change studio location to Brewer, Me. Announced March 14.

KOCO Salem, Ore.—Seeks cp to change ant.-trans.-studio locations and install new trans. Announced March 15.

New Fm Stations . . .

APPLICATION

Riverside, Calif.—Richard C. Simonton d/b as **Telemusic Co.,** 99.1 mc, 11.4 kw unl. P. O. address % Mr. Simonton, 6906 Santa Monica Blvd., Los Angeles, Calif. Estimated construction cost $14,000, first year operating cost $18,000, revenue $15,000. Mr. Simonton, 36⅔% owner **KRKD-AM-FM Los Angeles, KITO San Bernardino** and 25% **KULA-AM-TV Honolulu, Hawaii,** will be sole owner. Announced March 14.

Ownership Changes . . .

ACTIONS

KIOA Des Moines, Iowa—Granted assignment of license from **Town & Farm Co.** to **Public Radio Corp.** for $185,000. **Lester Kamin** (99.6%) is also 20.5% owner of **WMRY New Orleans** and **KCIG Shreveport,** both **La.** and 33⅓% of **WCKG (TV) New Orleans.** Announced March 20.

WMEX Boston, Mass.—Granted assignment of license to **New England Radio Corp.** for $25,000 plus assumption of liabilities, the exact amount of which was not stated. Principals are Pres. **Nisse Grossman** (20%), Treas. **Maurice Grossman** (20%), Asst. Treas. **James Lucas** (no stock), Clerk **Jerome E. Rosen** (no stock), **Reuben A. Grossman** (20%), **Charles I. Seigal** (20%), and **Samuel P. Cohen** (20%). All, except Mr. Rosen, are owners or employes of New England lumber concerns. Mr. Rosen is attorney. Announced March 20.

WTOK Meriden, Miss.—Granted assignment of license from **Southern Television Corp.** to **Frank E. Holladay, Joseph W. Carson** and **John S. Primm** d/b as **New South Bcstg. Corp.** for $56,200. Mr. Holladay, 25% **WLSM Louisville,** 20% **WCLD Cleveland,** 50% **WNSL Laurel,** all **Miss.,** Mr. Carson, 20% WCLD, 25% WLSM, 50% WNSL, Mr. Primm, 25% WLSM, 20% WCLD, will be equal partners. Announced March 20.

KBMY Billings, Mont.—Granted assignment of license from **Don C.** and **John W. Foote** and estate of **Rockwood Brown,** deceased, to Horace S. Davis (37½%), Elizabeth H. Brown (25%) and nine others. $59,000 will be paid to Don and John Foote. Announced March 20.

KUMA Pendleton, Ore.—Granted assignment of license from **C. H. Fisher** and **Edna E. Fisher** d/b as **Pendleton Bcstrs.** to **Pendleton Bcstg. Co.** for $60,000 and assumption of obligations. Pendleton Bcstg. Co. principals: **C. O. Fisher,** 20%; **Jane G. Fisher,** 20%, and **Nancy A. Harrison,** 20%, all children of assignors, and **Theodore A. Smith,** station mgr., 2.5%. Remaining stock to be retained in treasury. Fisher children own **KUGN Eugene, Ore.,** and have application pending to buy **KOCO Salem, Ore.** Announced March 20.

KELP, KILT-TV El Paso, Tex.—Granted assignment of cp from **McLendon Investment Corp.** to **KELP Television Corp.** for $750,000. KELP owners are **Joseph Harris** (40%), **Norman Alexander** (40%), and **Richard E. Jones** (20%). Mr. Harris and Mr. Alexander are each 45% owners and Mr. Jones is 10% owner of **KXLY-AM-TV Spokane, Wash.** Announced March 20.

KPAN Hereford, KSML Seminole and **KTUE Tulia,** all **Tex.**—Granted assignments of licenses to **Marshall** and **Clint Formby.** Corporate change. No change of control. Marshall Formby also owns (40%) of **KFLD Floydada, Tex.** Announced March 15.

KMLW Marlin, Tex.—Seeks transfer of control of licensee corporation from **Charles E. Reagan, Hugh M. McBeath Jr., Duane W. Ramsey** and **Jerry S. Hughes** to **M-L Radio Inc.** for $47,500. M-L principals are **Louis F. Leurig** (50%), H. A. Rosenberger advertising agency, **Peter Miller** (40%), owner of *Daily News-Tribune,* LaSalle, Ill., and **Frederick C. Miller** (10%), sec.-dir. of **WLPO** LaSalle. Announced Feb. 28.

KWEL Midland, Tex.—Granted relinquishment of control of permittee corporation by **Jerry Covington** through sale of stock (35%) to **Ben Harwit** for $350. Announced March 20.

KLTV (TV) Tyler, Tex.—Granted assignment of license from **Lucille R. Lansing** to **The Channel 7 Co.,** for $7,460.32. Ch. 7 owners are Mrs. Lansing (40%), owner **KGKB Tyler, Gerald H. Lansing** (40%), gen. mgr. KGKB and KLTV (TV) and **Marshall Pengra** (20%), 33⅓% owner **WATO Oak Ridge, Tenn.** Announced March 20.

KAGT Anacortes, Wash.—Granted assignment of cp from **C. H. Fisher** and **Edna E. Fisher** d/b as **Skagit Bcstg. Co.** to **Fidalgo Bcstg. Inc.** for $40,000. **James C.** and **Diane W. Frits** of Anacortes are equal partners in Fidalgo. Announced March 20.

APPLICATIONS

KBIF Fresno, Calif.—Seeks assignment of license from **John Poole Bcstg. Co.** to **KBIF Inc.** for $40,800. **David T. Harris** (25.5%), station manager **KWG Stockton, Calif., Ethan Bernstein** (25.5%), salesman **KMJ Fresno,** and John Poole Bcstg. Co. (49%), licensee **KBIG Avalon, KBIF Fresno,** owns cp for **KBID-TV Fresno** and **KBIC Los Angeles,** all Calif., are owners. Announced March 19.

WIPA Annapolis, Md.—Granted assignment of license from **Norwalk Bcstg. Co.** to **WASL Inc.** Corporate change. No change of control. Announced March 15.

WELL Battle Creek, Mich.—Seeks assignment of license from **Federated Publications Inc.** to **Southern Michigan Bcstg. Corp.** for $100,000. Principals include **Frederick A. Knorr** (23.8%), **Walter O. Briggs Jr.** (14.27%) and six others. Announced March 18.

WOOD-AM-TV Grand Rapids, Mich., WTCN-

FLORIDA
$65,000.00

An independent in one of Florida's attractive growth markets. Liberal financing.

MIDWEST
$150,000.00

A long established profitable regional facility in a sizable farm market. $50,000 down, balance over five years.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Building
STerling 3-4341

ATLANTA
Clifford B. Marshall
Healey Building
Jackson 5-1576

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1001 Conn. Ave. Leesburg, Va.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

RADIO ENGINEERING COMPANY
CONSULTANTS—*Specialists in*
Television — Radio allocations — installations field—antenna measurements—AM—UHF—VHF "will consider investing with new applicants"
Norwood J. Patterson, Owner
1111 Market Street San Francisco, Calif.
MArket 1-8171

Member AFCCE

AM-FM Minneapolis, Minn., WFBM-AM-TV Indianapolis, Ind., KLZ-AM-TV Denver, Colo. and KDYL-AM-FM-TV Salt Lake City, Utah—Seeks assignment of licenses from **Consolidated Television & Radio Bcstrs. Inc.** to **Time Inc.** for $15,750,000. Time Inc., publisher of *Time*, *Life* and *Sports Illustrated*, will be sole owner. Announced March 20.

WWHG-AM-FM Hornell, N. Y.—Seeks acquisition of negative control of licensee corporation by **Alfred** and **Saul Dresner** from **Frederic D.** and **Alma E. Schottland** for $15,750. The Dresners will be sole owners. Announced March 15.

WGOL Goldsboro, N. C.—Seeks transfer of control of licensee corporation from **Lawrence B. Carr** to **John L. Henderson, LaMont L. Edgerton, John R. Crawford Jr., Raymond A. Bryan, Benjamin F. Carr** and **Cyrus E. Worley** for $1,625. They will own 52%. Announced March 19.

KRUL Corvallis, Ore.—Seeks assignment of license from **Pacific States Radio Co.** to **Benton Bcstrs. Inc.**, for $10,000. Equal partners are **Robert G. Beattie**, chief engineer KRUL, **Donald C. Wilkinson**, chief engineer **KPDQ Portland, Ore.**, and **Dale K. Allison**, program director KPDQ. Announced March 15.

KLOR (TV) Portland, Ore.—Seeks transfer of control of licensee corporation from **Oregon Television Inc.** to **George Haggarty** for $1,794,865. Mr. Haggarty, attorney and banking interests, will be sole owner. Announced March 19.

WNOW-AM-FM-TV York, Pa.—Seeks assignment of license from **H. J. Williams** (deceased), **M. E. Cousler** and **Lowell W. Williams** to Mr. Cousler and Mr. L. W. Williams d/b as **The Helm Coal Co.** for $125,731, paid to Mr. H. J. Williams estate, Mr. Cousler (62.5%) and Mr. L. W. Williams (37.5%) are owners. Announced March 19.

KRGV Weslaco, Tex.—Seeks assignment of license from **Taylor Radio & Television** to **KRGV Television Inc.** Corporate change. No change of control. Announced March 19.

Allocations . . .

ACTIONS

Notice of Proposed Rule Making

The Commission invites comments by April 29 to notice of proposed rule making initiated by it looking toward assigning ch. 8 to the Providence, R. I.-Fall River-New Bedford, Mass., area by substituting ch. 6 for ch. 8 in New Haven, Conn., and deleting ch. 6 from New Bedford. Transmitters for ch. 8 in Providence area and ch. 6 in New Haven would have to be located to meet minimum spacing requirements. **WNHC-TV** is now licensed on ch. 8 in New Haven. Comr. Lee dissented, Comr. Doerfer abstained from voting.

The Commission invites comments by April 10 to rule-making petition by **WINT (TV) Fort Wayne, Ind.** to shift ch. 31 from Kokomo to Marion and ch. 29 from Marion to Kokomo so as to enable WINT (ch. 15) to utilize a site within the city of Fort Wayne.

Instructions on Tv Channel Changes

The Commission on March 19 directed preparation of documents looking toward actions in tv channel assignment proceedings as follows:

Miami, Fla.—To add a fourth commercial vhf outlet (ch. 6) to present four vhf (one educational) and two uhf assignments.

Charleston, S. C.—To add a third commercial vhf outlet (ch. 4) to present three vhf (one educational) and one uhf assignments.

Columbia, S. C.—To deny a proposal to add a second vhf outlet (ch. 5) to its present one vhf and three uhf (one educational) assignments.

Norfolk-Portsmouth-Newport News, Va., New Bern N. C.—To substitute ch. 12 for ch. 13 at New Bern so as to add a third vhf outlet (ch. 13) to Norfolk area's present two vhf and four uhf (one educational) assignments. **WNBE-TV** has a construction permit for ch. 13 at New Bern.

Duluth, Minn.-Superior, Wis.—To add a third commercial vhf outlet by shifting ch. 10 from Hibbing, Minn., and Hancock, Mich., thus giving Duluth-Superior four vhf (one educational) and two uhf assignments; to deny changing educational reservation at Duluth-Superior from ch. 8 to ch. 32.

Pittsburgh, Pa.—FCC on March 13 directed preparation of document looking toward affirming its July 22, 1955 grant to **WWSW, Inc.**, for new tv (WIIC [TV]) to operate on ch. 11 in Pittsburgh and modifying construction permit to increase ERP to 316 kw visual, 150 kw aural and ant. height to 1,000 ft., change trans. and ant., change studio location.

PETITIONS

KHUM-TV Eureka, Calif.—Seeks amendment of Sec. 3.606 by instituting rule-making to add ch. 6 to Eureka in lieu of ch. 13 presently assigned. Petitioner also requests issuance of order to show cause why KHUM-TV permit should not be changed from ch. 13 to ch. 6. Announced March 15.

WKNE-TV Keene, N. H.—Seeks institution of rule-making to delete ch. 11* at Durham, N. H., and specify ch. 11 at Keene for commercial use; and to delete ch. 45 at Keene, specify chs. 75, 76 or 83 at Durham for educational use. Petitioner further requests issuance of order to show cause against WKNE-TV requiring it to shift assignment from ch. 45 to ch. 11. Announced March 15.

Routine Roundup . . .

March 19 Applications

ACCEPTED FOR FILING

Modification of Cp

WINT (TV) Fort Wayne, Ind.—Seeks mod. of cp to extend completion date to 10-1-57.

KSHO-TV Las Vegas, Nev.—Seeks mod. of cp to extend completion date to 9-13-57.

WEHT (TV) Henderson, Ky.—Seeks mod. of cp to change studio location to Evansville, Ind. and request waiver of Sec. 3.613 (b) of Commission's rules.

March 18 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown. **WLEX-TV Lexington, Ky.**, to 10-4-57, **WDSU-TV New Orleans, La.**, to 4-20-57, **WNBE-TV New Bern, N. C., KLSE (TV) Monroe, La.**, to 6-15-57, **WKLV Blackstone, Va.**

March 15 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown. **WTVO (TV) Rockford, Ill.**, to 7-6-57, **WAGM-TV Presque Isle, Me.**, to 9-8-57, **WYOK-TV Meridian, Miss.**, to 7-1-57, **WHEN-TV Syracuse, N. Y.**, to 7-1-57, **WBRO-FM Birmingham, Ala., WCNS (TV) Baton Rouge, La., WPAG-TV Ann Arbor, Mich.**, to 4-10-57, **KOAT-TV Albuquerque, N. M.**, to 10-1-57.

License to Cover Cp

WAKR-TV Akron, Ohio—Seeks license to cover cp (which authorized new tv) to change studio location to 853 Copley Rd., Akron.

WFMJ-TV Youngstown, Ohio—Seeks license to cover cp (which authorized new tv) to change studio location to 101 W. Boardman St., Youngstown.

WGLV (TV) Easton, Pa.—Seeks license to cover cp which authorized new tv.

WSLS Roanoke, Va.—Seeks license to cover cp which authorized increase D power, changes in DA-D and install new trans.

March 14 Applications

ACCEPTED FOR FILING

Modification of Cp

KDSJ-TV Deadwood, S. D.—Seeks mod. of cp to extend completion date to 8-15-57.

License to Cover Cp

WRGP-TV Chattanooga, Tenn.—Seeks license to cover cp (which authorized new tv) to specify studio location as 1214 McCallie Ave., Chattanooga.

WLOL-FM Minneapolis, Minn.—Seeks license to cover cp which authorized new fm.

UPCOMING

March

March 24, 26: Bureau of Broadcast Measurement, Quebec City, Que.

March 25: Canadian Assn. of Radio & Television Broadcasters, Chateau Frontenac Hotel, Quebec City, Que.

March 30: Florida United Press Broadcasters-Telecasters Assn., Langford Hotel, Winter Park, Fla.

April

April 5-6: Oregon State Broadcasters Assn., Eugene.

April 6: United Press Broadcasters of Michigan, Olds Hotel, Lansing.

April 6: Daytime Broadcasters Assn., Sheraton Hotel, Chicago.

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 8-11: Premium Adv. Assn. of America annual Premium Buyers' Exposition, Navy Pier and Morrison Hotel, Chicago.

April 22: Connecticut Broadcasters Assn., Hartford, Conn.

April 22-26: American Film Assembly, Statler Hotel, New York.

April 24-26: Annual Conference, American Public Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 25: United Press Broadcasters of Illinois, Allerton Park, Ill.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-27: New Mexico Broadcasters Assn., Deming.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

April 26: United Press Broadcasters of Mississippi, Buena Vista Hotel, Biloxi.

May

May 1-3: Electronic Components Symposium, Morrison Hotel, Chicago.

May 2-3: International convention of International Advertising Assn. Inc., Hotel Roosevelt, New York City.

May 5-11: National Radio Week

May 6-8: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

May 15-17: Pennsylvania Assn. of Broadcasters, Hotel Bedford Springs, Bedford Springs.

May 20-21: Wisconsin Broadcasters Assn., Hotel Plankinton, Milwaukee.

May 22-23: Kentucky Broadcasters Assn., Hotel Sheraton-Seelbach, Louisville.

June

June 6-7: Virginia Assn. of Broadcasters, Hotel John Marshall, Richmond.

June 17-19: NATRFD Spring Meeting, Washington.

June 19-21: Annual meeting, Western Assn. of Broadcasters, Jasper Lodge, Jasper, Alta.

ALLEN KANDER
and Company
NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
Washington 6, D. C.
NAtional 8-1990

NEW YORK
60 East 42nd Street
New York 17, N. Y.
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
Chicago 1, Illinois
RAndolph 6-3688

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $15.00 per inch.**

No charge for blind box number.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Wanted: Complete staff for new 50 kw station in California. All inquiries confidential. Need aggressive manager, sparkling personalities and office secretaries. Write Box 8, Beverly Hills, California.

Managerial

Wanted for immediate opportunity. One **hard-hitting time salesman with creative ideas who thinks he is ready to be a commercial manager in leading regional station operation in this rich quarter million market potential. Rush resume and picture to Box 751E, B•T.**

Minnesota station wants manager who can sell! Will sell 25% interest in this new station for $6,500. Only good producer who can invest need apply. Tell all first letter. Box 822E, B•T.

Here's a chance of a lifetime for program director or chief announcer to step up to management level. Growing organization in eastern United States needs a young married man with car for assistant managers position. Job offers opportunity at managership in near future. Send tape, resume, photo to Box 861E, B•T.

Will share profits with right manager. Must have successful record as salesman. Midwest metropolitan market. Send details first letter. Box 927E, B•T.

Need energetic, experienced young radio man strong on sales seeking first opportunity as manager. Salary plus override on station gross. Box 138G, B•T.

$500.00 month guarantee—excellent account list. WOKJ, Jackson, Mississippi's top Hooper station needs salesman—advance to sales manager and manager. We recognize ability and intelligence. Married southerner, 28-33 preferred. Resume—photo, Box 2667, Jackson, Mississippi.

Salesman

Experienced, dependable salesman wanted by leading station, a 5000 watt fulltime, in midwest city of 55,000 persons. Competitive market but station has fine organization to support salesman's efforts. Guaranteed weekly draw against commission percentage. Good man can earn $5,200-$6,000 first year and more in second. Tell all about yourself and work record, with references, in first letter. Box 570E, B•T.

Outstanding ten year old daytime in midwest city of 25,000 offers a salary-commission arrangement that pays up to 40%. $4000 billings will pay you $800 per month. No ceiling. We will match your new billing up to $1,000 with established billing, and give you full commission on total. $400 per month guarantee for three months. Protected account lists. Only experienced, proven salesman considered. Please send full details on personal and employment background. Each application will be held confidential until closing arrangements are imminent. Write Box 894E, B•T.

Help wanted: Radio salesman. Progressive local is revising sales department. Will consider applicant with ability and sound record interested in a permament position. Box 972E, B•T.

Northeastern Ohio, substantial market, unusual opening for top-notch man with proven sales record to handle lucrative account list. Should earn $9,000 first year. Liberal draw against 15 percent commission. Send complete resume and references, Box 978E, B•T.

Northwest growing market needs top salesman for top station. Liberal draw against 15%. Box 100G, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

If you are a hard-hitting direct salesman who wants to combine tremendous money making opportunities with southern California climate with the top station in a metropolitan market, send details to Box 105G, B•T.

Salesman. New station. Excellent but competitive southern market. On air mid April. Box 107G, B•T.

Pacific northwest . . . wanted aggressive time salesman. No guarantee, small expense account, poor working conditions, long hours, eight day week, no vacations, unlimited future. 13 station market, competition like mad. Population over one million. Rich market, top station personality, all music-news. Fastest growing station in the area. No drifters, drunks, hot shots or crooks. If you just think . . . you can sell . . . don't bother. If you have what it takes, experience, self confidence, dependability, and a will to succeed, write Box 110G, B•T.

Opportunity for radio salesman to move up the ladder to a big station in a major market. Sales representatives wanted by 50,000 watt, clear channel station in the midwest. This major network affiliate is recognized as one of the country's top stations. Only interested in someone who believes in radio . . . and good radio. Send full details to Box 119G, B•T.

Progressive daytime station needs thoroughly competent and experienced salesman. Salary $100 weekly plus percentage. Box 137G, B•T.

Salesman needed for small market independent station—salary plus commission. WGCD, Chester, South Carolina.

Salesman on new 5000 watt daytimer. Must be experienced with proven record, ideas for commercials. Good voice desirable but not necessary. Very competitive market. WHIY, Orlando, Florida. Fort Gatlin Hotel.

Announcers

Want to work for a swinging outfit? We need at least three good DJ's who know the music and news operation. Top pay for those DJ's who know how not to talk. Send tape and background to Box 916E, B•T. We will return your tape.

Experienced morning man-salesman combination. 17,000 east North Carolina market. $80.00 salary, expenses, 10 percent commission. $5,200 easily first year. Send complete data. Box 961E, B•T.

Experienced morning man wanted by kilowatt N. C. station. Good future for stable announcer with progressive station in single station market. Send full particulars first letter. Tape will be requested later. Box 967E, B•T.

Announcer. Strong news. Have car. Small station in eastern New York. No "star". Must get along with staff. Willing to do all jobs. $70.00 for 48 hours, talent extra. Send resume, tape, picture and references. Box 966E, B•T.

Top, experienced DJ. Morning man who can stand promotion. Must be versatile with top voice. Midwest. All replies treated confidentially. Send proof of performance and full data. Write Box 970E, B•T.

DJ wanted by best Negro radio station in largest metropolitan city. Must be experienced. Send tape, resume to Box 981E, B•T.

Announcer, strong air salesman. Permanent, fast growing Washington, D. C., station. Minimum 3 years experience. Tape and salary desired. Box 983E, B•T.

Top midwest station needs experienced announcer immediately. Fine opportunity in corporation owning radio and tv stations. Give all information, plus photo in first letter, including credit references. Send audition, tape or record. Box 984E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening. Experienced country disc jockey. Must know country music and be good pitchman. Daytime. Leading southern California country station. Salary to $100.00 week. Send references, photo, complete experience first letter. Box 101G, B•T.

$450 a month to start for top-notch announcer with first class ticket. Long established midwest network station. Box 113G, B•T.

Announcer-salesman, 5 years minimum experience. No drifters, salary plus commission. Emphasis on pop show afternoon. Central Virginia kw daytimer. If you're not good don't bother us. We'll pay good to the right man. Write Box 118G, B•T.

1000 watter, near Philadelphia, needs disc jockey. Salary, talent, profit sharing. Parttime sales available. Box 129G, B•T.

Negro DJ. Big opportunity in major market with Number 1 negro station, must have outstanding voice and personality with radio experience, write immediately with audition tape following. Box 132G, B•T.

Southwest desert area . . . fast growing city . . . wonderful climate . . . hours 9:00 a.m. to 5:00 p.m., Sundays off. Must be able to sell on air and take orders without question. Knowledge of news and music necessary. Work board and turntables. Restricted license required. $75.00 week to start. Open May 1st. Reply Box 139G, B•T.

Texas only. Big city wages—programming for two Texas announcers seeking improvement. Will audition by telephone. Call Dick Clark, KTEM, Temple, Texas. PR 3-5252.

WFRL, Freeport, Illinois, has immediate opening for experienced staff announcer. 48 hour week, overtime over 40 hours, paid vacations, free insurance, daytime operation. Write or call Bud Walters.

Combo man with first phone . . . emphasis on announcing . . . $80 for 40 hour week, addition to staff . . . phone collect, WMIC, Monroe, Michigan. Cherry 1-5554. Ask for George Stearns or Bob Norwood.

Immediate opening for good all around, experienced announcer. Telephone Maynard Dillabar, General Manager, WMVA, Martinsville, Virginia, phone 2152.

Wanted: At least 3 good solid radio men, including 1 first phone, on top-rated music, news, sports station in midwest! If you're fully experienced, don't write . . . phone Murray, 4-5425 in Ottumwa, Iowa, after 4 p.m. Hurry!

Radio regional midwest CBS station has immediate opening for staff announcer. Minimum of two years experience on-camera tv experience helpful as job includes work on full vhf CBS affiliate. Send audition tape, picture and full background to Merritt Milligan, Assistant Manager, Lee Broadcasting Co., Quincy, Illinois.

Technical

Chief engineer, Louisiana station. Less than 40 hours; $90.00 weekly. Transmitter. Modern 4-room apartment costs you $40.00 monthly. We pay all utilities. Box 843E, B•T.

Expanding organization needs a chief engineer with good maintenance ability. Must have car and be able to assume responsibility for repair and purchase. Good salary. Possibility of installing new station in near future. Send photo and resume to Box 860E, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Small radio-television operation in Hawaii has immediate opening for a chief engineer. No announcing, but good technical qualifications needed. Only qualified men please apply. Write Box 921E, B•T.

Wanted immediately, first phone engineer. Must have experience. Permanent position for right man. All maintenance and engineering, no announcing. Contact Box 948E, B•T.

First ticket engineer-announcer for new station. Advancement opportunities . . . $95 per 44 hour week. Box 968E, B•T.

First class engineer needed at once Ohio 5 kw—$90 to $100 weekly—48 hours. Box 974E, B•T.

First class engineer for central Indiana CBS affiliate 250 watts. Light announcing and maintenance. Permanent position. Week-ends off. Some overtime. Box 979E, B•T.

Engineer-announcer—first phone required. Maintenance and board shift. $390 per month. Contact KCOW Radio, Alliance, Nebraska.

First-phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV Radio, Boonville, New York.

Chief engineer for new 5000 watt daytimer. Send complete details and salary first letter. WHIY, Fort Gatlin Hotel Building, Orlando, Florida.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain fm transmitter. Single man. Car necessary. Starting pay $70.00 per week plus comfortable quarters and excellent meals. Responsible job with future. Send photo, references, full resume experience and interests. WMIT, Charlotte, North Carolina.

First class engineer-announcer. Immediate opening. Send tape, references, salary requirements. WMYB, Myrtle Beach, South Carolina.

Wanted: Transmitter engineer. Car necessary. Paid vacations and other benefits. Send references and salary requirements to WTIM, Taylorville, Illinois.

Temporary opening, two to three months work. Same conditions other ad this column. WMIT, Charlotte, North Carolina.

Programming-Production, Others

Wanted: Experienced copywriter who can handle promotion at station in growing chain and expanding market . . . in southeastern New York. Salary commensurate with experience and ability. Box 814E, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Administrative opportunity in network for man experienced in program and production costs in station in medium size or larger market, willing to relocate in major market. Degree in accounting of general business preferred. Under 35. Send detailed resume to Box 823E, B•T.

5 kw Mutual station, central U.S., desires experienced, aggressive program director, who knows successful metropolitan radio. Need good idea man to build ratings. Excellent opportunity. Good salary. Send air check and full info to Box 913E, B•T.

Workhorse program director to gather, write, announce local news, handle copy, traffic, promotion. North Carolina network affiliate. You name salary. Write fully. Box 962E, B•T.

Program director wanted. Top 1000 watt midwest independent has opening for creative, aggressive PD. Must have knowledge of full station operation, strong on follow-through, promotion, and sales-minded. Write Box 970E, B•T.

Newsman wanted for 5 kw Ohio major market. You must be seasoned reporter and newswriter as well as good rapid fire airman. Right pay to right man. No rip and run boy need apply. Box 103G, B•T.

Experienced newsman who write-air local newscasts. Write KXIC, Iowa City, Iowa.

New daytime kilowatt station. Needs news director; announcers; copywriter; other staffers. Interested in a progressive operation in the prime beef center of the world? Shoot all details first letter to Steve Bellinger, WRAM Monmouth, Illinois.

Situations Wanted

Managerial

Mature, experienced manager wishes locate where he can direct both sales and administration. Prefer red operation in market large enough for growth. Will invest. Write Box 899E, B•T.

Aggressive 28 year old radio network executive with heavy agency and station contact experience desires position with radio or tv station as station manager, assistant manager, or sales manager. Present salary $7,500, married with two children. Will relocate. Box 971E, B•T.

Manager-sales manager. I have proven record of sales results and managerial experience. Radio or television. Box 973E, B•T.

Manager-sales manager—regional station experience in management and sales. Excellent reputation and dependable. Available for interview now or during NARTB Convention, Chicago. Box 124G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

15 years in radio (12 years Pittsburgh market). 2 years tv. DJ, salesman, PD, B.S. and Masters Degrees. Have family. Can show highest recommendations and references. Looking for secure-executive position with loyal organization in large market. Can guarantee results. Available immediately. Write 406 Jennings Street, phone 3-2128. Tallahassee, Florida.

Sick station? If yours is suffering from lagging sales, bad programming, increasing competition, etc., and you need help, a successful management team is available. Write full particulars, in strictest confidence, to Box 131G, B•T.

Salesman

Successful salesman—sports director, seeks more lucrative opportunity. College, married. Box 985E, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Deep, resonant voice. 4 years staff announcing experience. Prefer midwest. $90 minimum. Box 796E, B•T.

Early-mid morning DJ, top women's show MC will trade 12 years am-tv experience and ability to sell snow shovels in July (and everything else from automobiles to turtle neck sweaters) for spot with going metropolitan operation. Thrive on competition. Seriously interested write Box 829E, B•T.

Sports director/announcer—available for baseball. Married, college and currently employed. Air checks and references. Box 859E, B•T.

Top country DJ personality-announcer-musician. Guitar. Third. Fifteen years experience. Box 915E, B•T.

Play-by-play, all sports, staff, currently sports director, southwest. Seek station with heavy sports schedule. Box 949E, B•T.

Summer-replacement announcer. 5 months in radio, 2 years college. 963E, B•T.

Employed announcer-DJ. 3½ years experience. Relaxed delivery. Afternoon, evening shift. Desire northeast. Box 964E, B•T.

Baseball play-by-play announcer. Seven years experience. Finest references. Box 975E, B•T.

Position with opportunity to do play-by-play baseball. Two years experience play-by-play, radio-tv news and sports. University Journalism degree, age 25, single, draft free, travel anywhere, references. Box 976E, B•T.

Available July 1st radio or tv on at least one year's contract. Announcer: 15 years experience, station and network. Top newsman, strong commercial (copy or adlib), top mail-pull, personality DJ or staff; solid seasoned. Plus wife: Experienced, professional. Women's program or Mr. & Mrs. show. Single deal for man or package for team. Prefer southeastern states, small or medium market. Salary: Your top dollar, name it . . . will earn it! Tapes, photos, film, details available. Must make deal before May 30th. Box 980E, B•T.

DJ, first phone, announcing school graduate. State salary and particulars. Box 988E, B•T.

Announcer-engineer—first phone, six years full-time announcing, can handle news, records, special events. Morning, daytime, evening. Young, dependable, excellent references. Married, one child. Prefer east. No maintenance. Box 990E, B•T.

Qualified, dependable, young, mature minded, desires work in or near Baltimore. Married. $75.00 week minimum. Box 991E, B•T.

Sports director (program director or staff): '56 Associated Press award winner. Excellent play-by-play all sports. Southeastern conference, big seven and Atlantic Coast. Family man seeks permanency. Best references—tapes. Box 992E, B•T.

Experienced sportscaster—newsman desires full-time sports minded station in Pennsylvania, Ohio, Indiana, Michigan, or Illinois. Box 995E, B•T.

Want to move up? What can you show us? Versatile staff announcer with several years solid experience wanted by kilowatt indie in fast growing Illinois community. Liberal bonus, insurance, other benefits. Require personal interview. Include age, education in resume. Box 996E, B•T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare you, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-E

821 19th St., N.W., Washington 6, D. C. OR **1505 N. Western Ave., Hollywood 27, Calif.**

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ **City**_____ **State**_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Relaxed and unique personality, the informal style that sells. Desire medium market, married, vet, experienced. Box 998E, B•T.

Experienced first class announcer with first class ticket wants first class job. Box 999E, B•T.

Attention, Texas (only) . . . announcer-DJ, 5 years experience, 24½, married. Box 102G, B•T.

Announcer presently employed seeks position in Atlantic Coast station. 1½ years experience. For tape and information write Box 106G, B•T.

Good music director-announcer. 3 years experience 5000 watt educational station. Handle all phases of operation. Desire summer replacement position. Salary open. Box 112G, B•T.

Sportscaster—powerful delivery, knowledge of baseball. Tape, references. All offers considered. Box 114G, B•T.

Experienced all phases radio-tv. Dependable, good background, prefer east coast. Box 116G, B•T.

Announcer: 14 years experience, 35, married. Desires northeast. Special talents. Box 122G, B•T.

Announcer, conscientious. Seeks first radio announcing job. Can operate board. Box 123G, B•T.

Colored female: Aggressive, 6 months working south, prefer midwest. DJ, run board. Box 127G, B•T.

Combo man, 25, 5 years college, 2 years experience. Available April 20, anywhere, minimum $100 week. Box 130G, B•T.

DJ-staff—presently employed top southern market seeks relocate northeast-Florida-California. Box 135G, B•T.

Announcer: Negro, 12 years diversified experience including network—television—excellent diction—quality voice—unique showmanship-salesmanship—degree-Journalism—perfect character references—recommendations—progressive ingenuity—immaculate. Desire better position. Minimum salary $150.00 week. Age 36. Tape available. Two weeks notice necessary. Box 136G, B•T.

DJ with 3 years experience, news, sports, family. Can sell. Box 140G, B•T.

B.A. Degree speech experience WBYS, Canton, Illinois. Single. Nick Alexander, 263 Palatine Road, Arlington Heights, Illinois. Clearbrook 3-4136.

Staff and sports announcer wants immediate appointment. Mature experienced voice on news, commercials, DJ, play-by-play. Married, third ticket. Raymond Damgen, % A. Marmalich, Route 1, Williamsburg, Pennsylvania.

University graduate, with one (1) year commercial experience, prefers Michigan. Can operate own board. Strong on music and news. Also interested in sales. Chas. Frey, IVanhoe 2-1928, or write 1717 Drexel Road, Lansing, Michigan.

Announcer: B.A. Degree Speech, Radio and Tv Communications; B.S. Degree Agriculture, University of Illinois; experienced farm advisor. Strong on news and commercials. Age 27, single, presently employed night operations, NBC Chicago. Bob Reynek, 625 Clinton Place, River Forest, Illinois. Forest 9-8087.

Floridian desires permanent change to home state. Experienced DJ, newscaster, reliable. Box 20, LaLuz, New Mexico.

California stations attention! Five years experience top DJ, newscaster, married, dependable. Now in Beverly Hills waiting for your call. Can work tomorrow. Phone Crestview 1-4824.

Need a young announcer for sports staff, vet, married, college grad. Willing to learn, ambitious, available immediately. Box 334, Logan, West Virginia.

RADIO

Situations Wanted—(Cont'd)

Technical

Want transmitter position, 1st phone, 2 years experience, west. Box 104G, B•T.

Chief engineer, experienced, first class arriving Miami Beach April 2nd, lucky employer will be contacted April 3 and available April 5th anywhere Florida only, will also consider tv but no experience in this field. Walter Hoffman, Box 710, Miami Beach 39, Florida.

Programming-Production, Others

Need a good PD or assistant manager with know-how? I have 11 years experience in all phases of radio at your disposal. I'm ready to change for the better. Are you? Write Box 977E, B•T.

Need an outstanding tv-am promotion man? I have ten years' experience in the broadcasting field . . . the last four have been in promotion and publicity in the midwest and the south. I consider myself (and my employers agree) an idea man, excellent manager and writer, and have supervised others in many sales and audience promotion campaigns. Want an intelligent worker and executive, college graduate (sales experienced, too), 28 and rarin' to go? Just give me the word! West Coast preferred. Box 120G, B•T.

Idea man, radio-tv, copy, news, PR. Full department operation. East, northeast preferred—permanence desired. Sincere answers requested. Box 143E, B•T.

TELEVISION

Help Wanted

Managerial

Have opening for assistant sales manager whose duties will include combination, regional and local selling. Salary commensurate with ability and past experience. Contact John Conwell, KOMU-TV, Columbia, Missouri.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Salesman, veteran or draft exempt, with one to three years radio—television sales experience. Good opportunity to become part of established station in expanding market. Write Personnel Department, WSBT-TV, South Bend 1, Indiana.

Announcers

Midwest am and tv stations wants announcer. Must be experienced in radio and familiar with tv. And a director with good tv background. Apply letter and photo only. These are permanent positions for right men. Address Box 942E, B•T.

Experienced tv announcer wanted by vhf in major southwestern market. Good salary and working conditions. Please send photo and short resume of experience to Box 947E, B•T.

Announcer. Television and radio for long-established, Ohio, metropolitan-market station. Experienced in radio with tv potential, stable, competent, good education, wishing to develop with a successful growing oragnization, age 25-35. No big shots—just a solid, substantial, ambitious, neat-appearing guy who wants to advance to a better opportunity. Reply Box 986E, B•T.

Technical

Wanted at once: Two tv transmitter engineers in major southwestern low channel vhf. Good salary and working conditions. Send resume or contact. Box 890E, B•T.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

EXAMPLE——PRACTICAL TV TRAINING

This is a typical example of the practicality of ALL Northwest training. These students are actually doing a live remote from a recent movie premiere.

All Northwest classes are trained using methods like these—letting students work in a practical manner with everyday Telecasting problems. For *top* TV people call John Birrel.

NORTHWEST
Television – Radio Division
SCHOOLS
HOME OFFICE:
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS . . . . .
540 N. Michigan Avenue
DE 7-4504

WASHINGTON, D. C. . . . . .
1627 K Street N. W.
RE 7-0343

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Television newsman and photographer. Require some on-camera ability, mostly aptitude with cameras and newsroom familiarity. Will train man with limited experience and good potential. Address Program Director, WOC-TV, Davenport, Iowa; include complete resume and salary requirement.

Situations Wanted

Managerial

Manager-sales manager—television and radio experience in management and sales. Television station making money but recently sold. Dependable. Available for interview NARTB Convention, Chicago, or earlier. Box 125G, B•T.

Operation/program manager. Experienced, mature executive (10 years tv-radio) ready to move into position of greater responsibility. Married, three children. Currently program manager (4 years) medium market CBS basic vhf. Full resume on request. Box 133G, B•T.

Announcers

Assistant director-cameraman, 4 years experience; presently employed. Desires permanent association established operation. Excellent refernces. Box 989E, B•T.

Technical

Engineer—fully qualified studio/transmitter operations or supervisory. Mature. Box 657E, B•T.

1st phone, experienced 5 years tv, 1½ am chief, 6 years communications and electronics. Permanent only. Box 993E, B•T.

Programming-Production, Others

Producer-director, 4 years experience medium market vhf. Desires progressive major market, permanent. Degree. Excellent background, experience. Box 747E, B•T.

Film director and film editor desires position. Will go anywhere, but prefer the south. Can take over entire department with guaranteed results. Know buying, booking film and other details down to handling of the film itself. No worries over timing, editing, blooping and screening. Phone, or write Box 965E, B•T.

Film director-editor. Currently employed in top ten market, desires employment elsewhere. Eight years commercials-television experience, sharp on buying, scheduling, editing and operating department. Top references. Box 997E, B•T.

Television producer-director—operations supervisor wants opportunity to work, advance in larger television operation or agency. College graduate. Began at bottom tv ladder. Seven years experience in every phase television. Ambitious, versatile, imaginative, good ideas for low budget production. An asset to any organization offering permanency and challenge. Box 111G, B•T.

Art director, understanding small and large sales markets, experienced in tv, slides, commercial displays, set designs, production and direct mailers. Experienced in both television and moton pictures, now employed as television art director in Las Vegas, Nevada. Box 115G, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, $10,000.00 down, balance terms. Write Box 798E, B•T.

For sale: 250 watt station in southwest. Qualified buyers may write owners. Box 982E, B•T.

FOR SALE

Stations

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

RCA BTA-5F 5000 watt am transmitter complete with two sets of tubes, 5 years old. $7,950.00. Box 893E, B•T.

Complete mobile studio, 27' custom trailer with rear platform, range, refrigerator, lavatory, removable folding beds. Can be purchased with or without communications receivers, jeep and console. New condition throughout. Pictures, prices on request, terms can be arranged. Box 108G, B•T.

For sale: One General Electric NKW fm amplifier, model 4BF3A1, with four GL 5518 tubes. Price in Sacramento: $2,800.00. Also, one Collins 37M4 side mount ring antenna. Price: $700.00. For information contact KGMS, Hotel Sacramento, California.

For sale—used 1850-A iconoscope tubes. Still have plenty of operating hours left, if you are not too critical. $25.00 each, F.O.B. L. A. Pierce, WBBM-TV, Chicago 11, Illinois.

375 ft. Blaw-Knox self supporting tower. CAA lighting consisting of 2 Code beacons and 8 hazard lights. Also 8-bay W.E. clover-leaf fm antenna. Now standing. Excellent condition. Available immediately. Will consider any reasonable offer as is or dismantled and bundled. WDBJ-FM, P.O. Box 150, Roanoke, Virginia.

For sale: General Electric limiting amplifier type BA-5-A model 4BA5A1. In very good condition. Radio Station WINN, Louisville, Kentucky.

WANTED TO BUY

Stations

Would like to invest $5,000 with or without services in new vhf station. Box 960E, B•T.

Experienced broadcaster, sound financial background, seeks manager-ownership profitable am station, medium market, N. Y., N. J., Pennsylvania, New England. Reply fully. Box 121G, B•T.

Wanted to buy: Small market station, preferably, but not necessarily, daytimer. Single station market preferred. Can arrange meeting at NARTB Convention in Chicago. No brokers. All inquiries confidential. Write or wire Box 126G, B•T.

Private conservative service. Texas, Louisiana, Arkansas, Colorado, Missouri, Kansas, Oklahoma. Ralph Erwin. Licensed Broker. Box 811. Tulsa.

Equipment

General Electric 3kw fm amplifier with power supply. State year, condition and price. Box 940E, B•T.

Used equipment suitable for new 250 watt station, and 100 foot tower. Box 109G, B•T.

Want video low pass filter DuMont 5397A or RCA MI27132. KSPR-TV, Box 930, Casper, Wyoming.

Wanted 10 kw amplifier for 100 fm band. Must be reasonable and good condition. George Woods, Rome Sentinel Company, Rome, New York.

Wanted: Equipment for complete 1 kw station. Tower height 195 feet. Cash available. R .R. Owen, P.O. Box 1640, Columbus, Georgia. Telephone FA. 2-8828.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

INSTRUCTION

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School. Dept. B, 1627 K Street, N. W., Washington, D .C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

CAREER OPPORTUNITY

For Television research account representative with a fast-growing, aggressive research company.

We are looking for a young man who is just starting his career in broadcasting or advertising but who already has some experience in the field, either in station or agency work.

After training, his objective will be to help station and agency clients make more effective use of our television audience research services.

He should be able to work effectively with all levels of people, be aggressive and noted for his good judgment and be eager to accept responsibility. This position involves resonable amount of travel in Eastern States and fine advancement opportunities.

If interested please send letter outlining reasons you feel qualified. Include salary requirements.

Box 117G, B•T

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has opening for sales engineers to call on radio stations in following territories.

West Coast

Upper Southern States

Technical background essential, previous sales experience desirable. High remuneration. Please send complete resume to

Box 790E, B•T

SALESMAN

Experienced, dependable National Radio Salesman wanted by leading 50 KW—Clear Channel station in Midwest. Excellent base salary plus a realistic incentive plan. Experience in National Sales and record of sales performance are of primary importance.

Send resume with photo to
Box 142G, B•T

Announcers

ARE YOU OUR MAN?

We have an above average job for an above average first phone announcer. Ordinary maintenance plus disc emcee shift. Must be friendly, sincere, yet hard hitting waker-upper for morning shift. The competition bites our dust! We want to keep it that way. Car essential. Floaters, prima donnas and drunks we can hire by the dozen. You must be above average. Send picture, tape and full details including salary requirements to George Gothberg, President, WFPA-RADIO RANCH, Fort Payne, Alabama. Job open April 1st.

RADIO

Help Wanted—(Cont'd)

Technical

ENGINEER

First class engineer for routine maintenance of 250 watt station plus servicing of wired music accounts and supervision of installation of new wired music accounts. $100 salary plus car allowance. Send application to

Box 956E, B•T

WANTED

Chief Engineer-Announcer. 1 kilowatt, Daytime independent, Florida East Coast. Salary—$100.00 per week. If you have had no practical experience please do not reply to this ad. Send all information to

Box 128G, B•T

Situations Wanted

Managerial

Management

Seeking a responsible management position with group or metropolitan operator. More than twenty years radio and five years tv experience, last fifteen with group operator in top market. Excellent reasons for requiring a change. Background includes all phases of station operation. Would be very interested in operator proposing planned multiple operation. Will be at NARTB, Chicago. Reply

Box 141E, B•T

FOR SALE

Stations

See HASKELL BLOOMBERG
Radio and Television
Business Broker
And Muriel Bloomberg, Ass't
NARTB CONVENTION, CHICAGO
SUITE 833-834A
CONRAD HILTON HOTEL

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

STATION OWNERS

Florida, Michigan, Ohio, Indiana, Illinois and adjacent state. Am private party interested in purchasing station billing $75 to $150,000. All replies strict confidence. Principals only. Will indentify self completely. Financially responsible.

Box 987E, B•T

EDUCATION

Educational Radio, Television To Be Theme of Chicago Meet

THE RELATIONSHIP between educational radio-tv production sources and stations will be reviewed at a conference to be conducted by Illinois Institute of Technology for media and education representatives in Chicago April 12.

The conference is expected to draw about 70 representatives of Chicago area broadcasting stations, newspapers, and colleges and universities, with evaluation of educational radio and television as main agenda theme. The meeting will be held in Chicago's Commons Bldg.

Michigan State U. Schedules Television Workshop Courses

COURSES in the fundamentals of broadcasting and in directing for television will be offered to industry members, educators and community-school leaders during the seventh annual summer television workshop of Michigan State U., East Lansing, Mich., it has been announced. The workshop will be held Aug. 5-23.

Courses will be given on a credit and non-credit basis. Advanced students who

BONING UP FOR BUSINESS

EDUCATION can be made appealing on a commercial station. WBCM Bay City, Mich., is demonstrating this point with its new *Spanish Speaking by Radio*, which went on the air for the first time early this month. Already the show has enrolled 300 students.

The special appeal of Spanish speaking is its specific business value to listeners, who every year employ a large number of Mexican workers on farms in the area. The population is nearly doubled by Spanish-speaking workers during harvest.

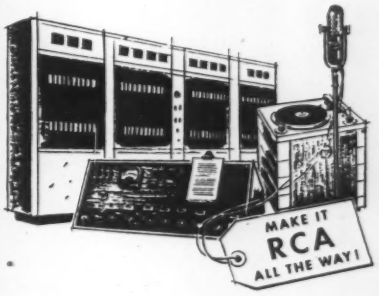
Listeners quickly rallied around *Spanish Speaking* when it went on the air. But WBCM was reluctant to accept the idea when it was first presented by Bay City Junior College. Once the decision was made in favor of the program, however, a high school teacher, and representatives of the college and Michigan Manpower Farm Service Div. took to the air with lessons two evenings a week. Listeners have accumulated steadily in the weeks since then. Their number is measurable because each student orders a $3 Spanish manual from WBCM, which turns proceeds over to the college.

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE

We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

Planning a Radio Station?



You can save yourself headaches by making RCA your single source of equipment and service...

RADIO CORPORATION of AMERICA

RCA Tmk (s) ®

CONN. BILL SUPPORTED

CONNECTICUT State Board of Education last week urged the legislature's education committee to approve a bill appropriating $585,000 for construction of the state's first educational tv station. Dr. William J. Saunder, state education commisioner, told the committee that educational tv is "the most important medium since the invention of movable type." Joseph V. Heffernan, NBC vice president, also went on record in favor of the measure. Similar bills, however, have failed in past legislative sessions.

have completed previous MSU workshops or have acquired equivalent background in the medium will be eligible for tv directing theory-and-practice and control room sessions.

Seminars and lab meetings will be conducted at WKAR-TV East Lansing, operated by the university.

RCA to Finance Scholarships

RCA will finance 30 scholarships to encourage students to enter science teaching, the company's education committee announced last week. Twenty colleges and universities were selected after a survey found "marked shortage" of qualified teachers, particularly in rural areas. Dr. C. B. Joliffe, RCA vice president and chairman of the education committee, said some scholarship students "eventually will be tomorrow's scientists, making valuable advances in the field of electronics for the home, industry, and national defense."

EDUCATION PEOPLE

Lou Peneguy, radio-tv instructor in Washington and Boston and working on tv development for Times Picayune Publishing Co., New Orleans, to Alabama Educational Tv Commission, Birmingham, as director for coordination-information.

ENGLAND'S ITN NEWS 'LIVELIER' THAN BBC'S, NEWSMAN DECLARES

ENGLAND's commercial International Television News (service) is presenting more "robust, virile" news programs than is the BBC, Robin Day, ITN newscaster, said in an interview in Washington this month.

Mr. Day noted that ITN's newscasters are becoming "personalities known and respected by viewers whereas BBC commentators are more like readers of the news."

Presentation of livelier—yet "impartial, factual"—programs is being accomplished with little direct comment, or even narration, by ITN newscasters, he added.

In Washington to interview leading legislators on the Administration's Middle East policies, Mr. Day said most of England's commercial tv news presentations consist of filmed reporting of interviews and action "with very little comment by ITN newscasters." This differs from American network newscast personalities whose programs include more commentary and analysis of news (e.g., Edward R. Murrow, Eric Sevareid, Fulton J. Lewis Jr., etc.), he stated.

Any "editorializing" by ITN newscasters is done through interviews of officials, not by direct commentary, Mr. Day added. "Of course, we sometimes look for certain answers to specific questions," he admitted, "but our editors do not direct our line of questioning."

Mr. Day, one of four newscasters in England's combined news operation (ITN) for its four commercial television companies, said "we have a duty to get a fair balance of opinion on our programs."

The 33-year-old newsman said, "ITN invites officials of different political loyalties to comment in interviews on its programs, but it does not—it would not—select its newscasters for their varied political leanings." (In contrast to ABC-TV's "spectrum system" in which the network presents news commentators and analysts of known and varied political opinions—from right to left [B•T, March 11].)

Mr. Day said the commercial tv companies, Associated Television Ltd., Associated-Rediffusion Ltd., Granada Tv Network Ltd., and Associated British Cinemas [Television] Ltd., "need a combined news operation—at least for the present—to provide stronger competition for the BBC. This is not necessarily permanent, however," he said.

"Each of the four commercial tv companies originates its own five to 10 minute regional newscasts, but all four work together on coverage and presentation of national and international news," Mr. Day stated. "For this broader news coverage, the companies share the week—that is, each one presents newscasts and political documentary, discussion or panel type programs on scheduled days of the week for specific parts of the country."

"ITN broadcasts a daily minimum of 20 minutes of straight national and international news, plus longer weekly political discussion programs and foreign affairs documentaries," he explained.

Both commercial tv companies and the BBC presently operate only between the hours of 3 p.m. and 11 p.m. daily except Saturday when they broadcast until 12 midnight, Mr. Day noted.

"There are no plans to expand the regular tv hours into the morning field," he declared. "There isn't any demand for morning television in England—I don't think it would be very popular. The morning hours will be used for educational tv, he added. (An experimental service in school television will be started this fall by BBC in conjunction with the School Broadcasting Councils, and Mr. Day said commercial companies also are planning to enter the educational field.)

Others Being Formed

Two or three more independent television companies for southwest England, Wales and Scotland "are in the formation stage," the ITN newsman said. Though the BBC presently has a monopoly in the radio field, which "is not a very hot issue now, I think commercial radio will come into existence fairly soon," he stated.

Prior to joining ITN as its first newscaster in August 1955—one month before the first commercial tv program was telecast—Mr. Day was a BBC current affairs producer and broadcaster. Earlier, he was assistant director of the Washington office of the British Information Services under the late Charles H. Campbell.

With ITN he has specialized in political interviews and reports. Last year he covered the various party conferences in England and got a filmed report from Port Said during the British occupation there. Mr. Day also has interviewed such celebrities as Marilyn Monroe, Harold Stassen, Arthur Miller and former President Harry S. Truman when Mr. Truman received his hon-

BROADCASTING TELECASTING
THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE
☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name title/position
company name
address
city zone state
Please send to home address — —

AGAINST EQUAL ACCESS

TAKING issue with American television station officials seeking equal access with newspapers for tv camera coverage of courtroom trials, Mr. Day also noted in the interview:

"I am not in favor of tv or still cameras in a courtroom because their use, I believe, would interfere with the proper conduct of justice. A man is put on trial to face a jury of 12 of his fellow peers, not millions of tv viewers.

"In England, it is the law of the land that no press photographs or tv film shall be shot in a courtroom, or in the precincts of a court building. The BBC got into trouble a while back at the Old Bailey (jail) for violating this," he added.

However, the ITN newscaster said he would like to see the camera ban lifted on covering sessions of Parliament. "In this case it is not the law of the land, but rather a rule imposed by authorities. I think people should see Parliament in action; it would greatly increase their interest in their government," he said.

orary degree from Oxford last year.

In Washington, Mr. Day interviewed Senators Green (D-R. I.), Humphrey (D-Minn.), Knowland (R-Calif.) and Wiley (R-Wis.) on the administration's policies in the Middle East and the approved Eisenhower Doctrine. He also interviewed White House Press Secretary James C. Hagerty on the President's health. Their comments, along with those from editors, college students and the "man in the street" in New York City, were used on his new weekly foreign affairs program entitled *Roving Report*. The first program was aired March 19 on the eve of President Eisenhower's Bermuda conference with British Prime Minister Harold Macmillan.

Soviet East Germany to Adopt Western Europe's Tv Standards

SOVIET RUSSIA'S German zone plans to abandon its television standards this fall. The area had been compatible with tv in Soviet satellite countries, but will adopt those standards of the Western European CCIR (International Radio Consultative Committee of the International Telecommunications Union).

The announcement, made in Berlin last week, will make the Soviet Zone's tv service compatible with television in West Germany and in other countries in Free Europe, except that of France which has separate standards.

The change will include the adaptation of East Germany's four television transmitters to the new standards. Also the area's 65,000 tv sets now in use will be adapted to the CCIR standards cost-free.

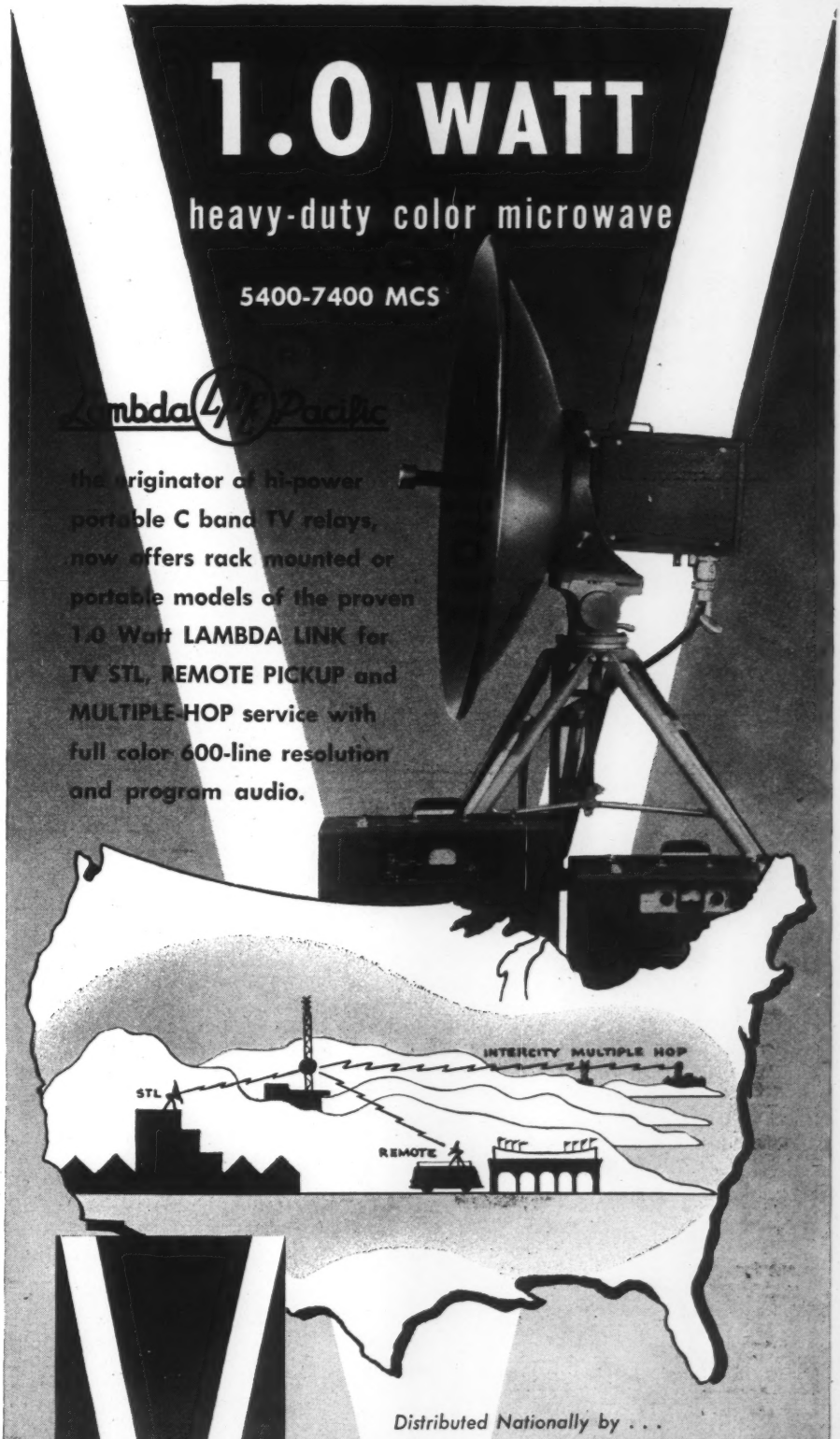
1.0 WATT

heavy-duty color microwave

5400-7400 MCS

Lambda Pacific

the originator of hi-power portable C band TV relays, now offers rack mounted or portable models of the proven 1.0 Watt LAMBDA LINK for TV STL, REMOTE PICKUP and MULTIPLE-HOP service with full color 600-line resolution and program audio.



Distributed Nationally by . . .

VISUAL ELECTRONICS CORP.
342 WEST 40TH STREET, NEW YORK, N. Y. DEPT. AM

Gentlemen: Please send me complete specifications on the 1.0 Watt microwave system.

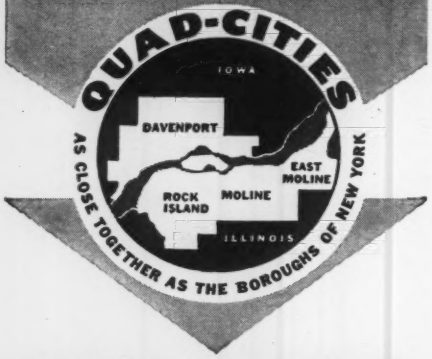
Name ..... Title .....

Address .....

.....

Keeps You in View

ONE OF THE
FIRST 100 MARKETS



WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities

CBS
REPRESENTED BY AVERY-KNODEL, INC.

BMI

"According to the Record"

Continuities for April

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

April's "*According to the Record*" includes stories about the end of the Civil War, sinking of the Titanic, Washington Irving, Robert Edwin Peary and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 13th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

CARTB CONVENTION OPENS TODAY

32d ANNUAL meeting of the Canadian Assn. of Radio & Television Broadcasters opens today (Monday) at the Chateau Frontenac in Quebec City.

First on the agenda of the three-day convention is Radio Day, opening today at 9:30 a.m. The entire day will be devoted to discussion of radio and radio sales by members, agencymen and advertisers [B•T, March 11.].

Tomorrow (Tuesday) will feature the association's annual meeting, topped by the annual dinner, to be addressed by Tennessee Gov. Frank G. Clement. Wednesday is Television Day, with speeches, panels and discussions by members and guests.

Special discussions on the Bureau of Broadcast Measurement, Canadian Radio Week and the problems of station representatives will be among topics taken up at Tuesday's business session. Agenda for the closed meeting also calls for reports from the president and executive vice-president and a discussion on personnel problems.

The closed meeting of the CARTB will deal with various committee reports and election of directors for the year. The panel discussion on the Bureau of Broadcast Measurement and its time-period-audience surveys will be headed by Clyde MacDonald, BBM research director, and will include Ramsay Lees of Batten, Barton, Durstine & Osborn of Canada, and C. W. Fenton, CARTB sales director, all of Toronto, Ont.

Annual meeting of the BBM will follow the CARTB business session.

Plans for Canadian Radio Week (May 5-11), also are to be outlined tomorrow at the closed convention meeting.

The CARTB, in conjunction with the Radio-Electronics-Television Manufacturers Assn. of Canada, has planned for a full week of promoting the medium.

CARTB has prepared for its 173 member stations and the stations of the Canadian Broadcasting Corp. a kit in English and French of special promotion messages and jingles on discs to help increase radio set sales. Window streamers and place mats featuring Canadian Radio Week have been prepared for distribution by local stations across Canada in stores and hotels. An idea book has been prepared for the use of stations, for contests, sales and other tie-ins with Canadian Radio Week. Three hundred radio sets have been donated by the manufacturers for prizes in local contests.

Plans for Canadian Radio Week were prepared by a CARTB committee and the Broadcast Advertising Bureau division of the CARTB, under chairmanship of Howard Caine, owner-manager of CHWO Oakville, Ont. Other committee members are Deny Whitaker, CHML Hamilton, Ont.; Allan Waters, CHUM Toronto, Ont., and Charles Fenton, BAB-CARTB Toronto office.

CANADIAN REPORT DUE

THE long awaited report of the Royal Commission on Broadcasting, headed by R. M. Fowler of Montreal, is to be presented to the Canadian government this week. The commission's report and recommendations have been printed in English and French, and will deal with the problem of financing the government's Canadian Broadcasting Corp., the opening of tv channels for competitive tv in metropolitan areas, establishment of an independent tribunal to regulate and administer radio and tv for government-owned and privately-owned stations, and other problems of Canadian radio-tv development.

Second BBM Survey Underway in Canada

A SECOND time period audience study now is being undertaken by the Bureau of Broadcast Measurement, Toronto, Ont., Clyde H. McDonald, BBM research director, announced at a special meeting called at Toronto. Advertising agency and broadcast station executives from southern Ontario attended the BBM meeting March 6 to hear facts about the new study and to ask questions on the first study which recently was released.

In the current study, 30 city areas with a population of 50,000 or over, as against 19 in the first study, will be sampled on a seven-day week basis, as against six in the first study. The balance of the country will be reported for four days, rather than for three days as in the November study. The country is being broken up into 159 areas instead of 144 in order to give better definition to station coverage areas.

It is estimated that the spring study will be ready for release eight weeks after field work is completed. Twelve to 14 weeks elapsed during the first study. Out-of-home listening and viewing will be reported on three hour intervals instead of six hour intervals in the first report. Experience in size of sample and physical methods of recording and tabulation are being incorporated in the spring study to speed up its release.

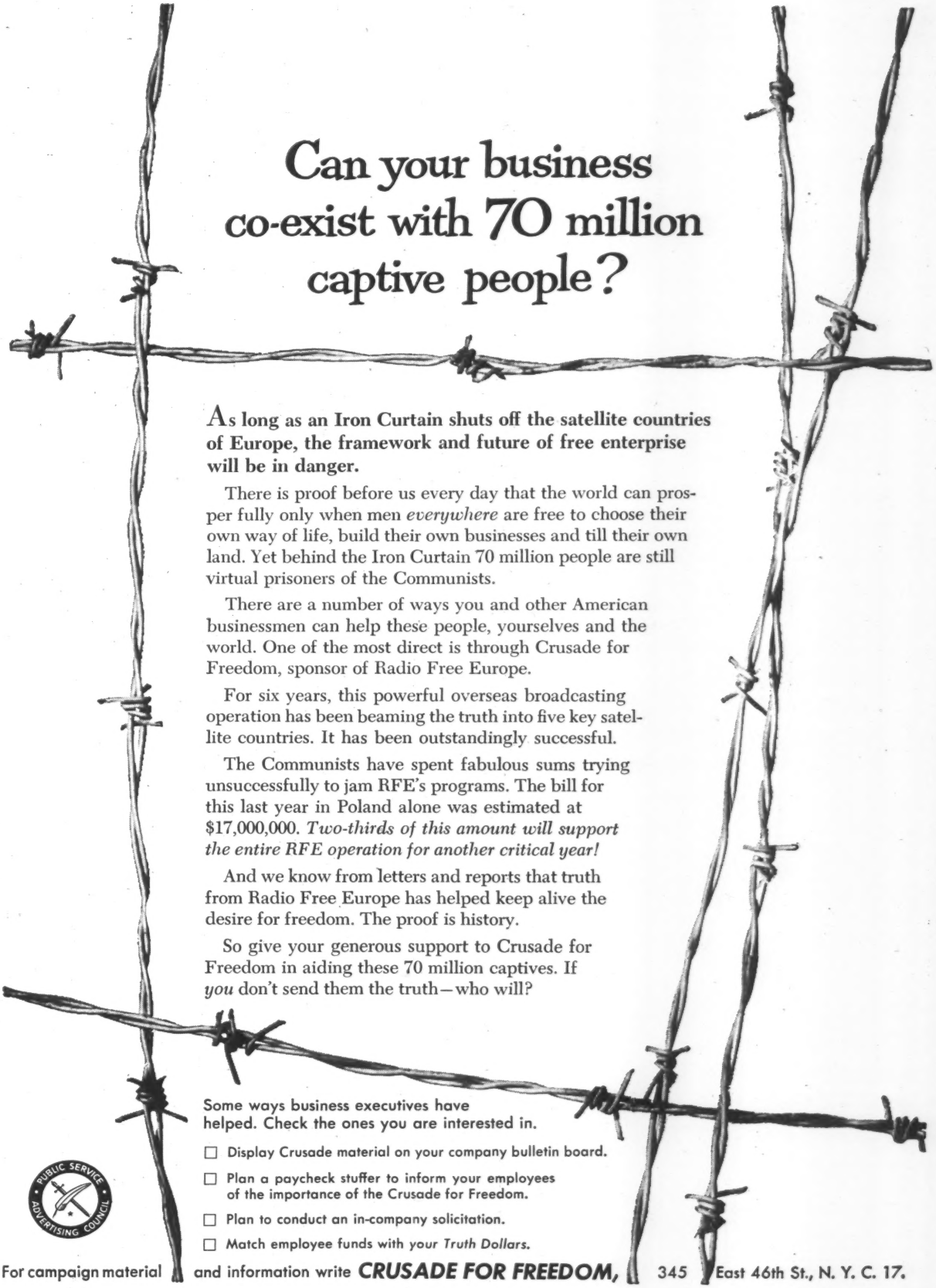
McDonald Plans Research Firm

CLYDE McDONALD, research director of the Bureau of Broadcast Measurement, Toronto, Ont., plans to form his own research organization and specialize in radio and television marketing research. If approved by the board of directors of BBM, this research organization will handle the time-period-audience surveys for BBM, a project which Mr. McDonald started last year and on which he currently is employed.

Canada's Western Assn. to Meet

ANNUAL meeting of the Western Assn. of Broadcasters is to be held at Jasper Park Lodge, Jasper, Alta., June 19-21, with the first day to be devoted to a golf tournament and the last two days to business sessions, according to Bob Buss, CHAT Medicine Hat, Alta., and WAB president.

Can your business co-exist with 70 million captive people?



As long as an Iron Curtain shuts off the satellite countries of Europe, the framework and future of free enterprise will be in danger.

There is proof before us every day that the world can prosper fully only when men *everywhere* are free to choose their own way of life, build their own businesses and till their own land. Yet behind the Iron Curtain 70 million people are still virtual prisoners of the Communists.

There are a number of ways you and other American businessmen can help these people, yourselves and the world. One of the most direct is through Crusade for Freedom, sponsor of Radio Free Europe.

For six years, this powerful overseas broadcasting operation has been beaming the truth into five key satellite countries. It has been outstandingly successful.

The Communists have spent fabulous sums trying unsuccessfully to jam RFE's programs. The bill for this last year in Poland alone was estimated at $17,000,000. *Two-thirds of this amount will support the entire RFE operation for another critical year!*

And we know from letters and reports that truth from Radio Free Europe has helped keep alive the desire for freedom. The proof is history.

So give your generous support to Crusade for Freedom in aiding these 70 million captives. If *you* don't send them the truth—who will?

Some ways business executives have helped. Check the ones you are interested in.

- ☐ Display Crusade material on your company bulletin board.
- ☐ Plan a paycheck stuffer to inform your employees of the importance of the Crusade for Freedom.
- ☐ Plan to conduct an in-company solicitation.
- ☐ Match employee funds with your *Truth Dollars*.

PUBLIC SERVICE ADVERTISING COUNCIL

For campaign material and information write **CRUSADE FOR FREEDOM,** 345 East 46th St., N. Y. C. 17.

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Reynolds Norwich Weekend News	News	TBA	Monitor
6:15	Paul Harvey News	F.B.I.	Mutual News Extra	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Wonders of the World—Miles	Monitor
6:45	George Sokolsky	News	Bill Hillman Commentator	"Meet the Press"
7:00	Weekend News	Jack Benny	General Tire Sports Time	
7:15	John Edwards		This Fabled World	
7:30	Overseas Assignment	Our Miss Brooks	"By the People"	
7:45	Sunday Music Hall		Pan American Panorama	
8:00	Weekend News	News		
8:15	Sp'kng of Sports	Pharmacraft (202)	How of Decision Billy Graham Evangelistic Assoc.	Monitor **
8:30	Sunday Music Hall	Mitch Miller	Hawaii Calls	
8:45				
9:00	Weekend News	News	News—Miles	
9:15	Sunday Music Hall	World Tonight	Sounding Board	
9:30		Face the World	Manion Forum Dean Clarence Manion	
9:45		Sports	Datelines & The Bible	
10:00	Erwin Canham	CBS News	News—Miles	Billy Graham Evangel. Assoc. How of Decision (Split Network) and *Monitor
10:15	Travel Talk	Birdland	Wings of Healing	
10:30	The Assemblies of God "Revival Time"	Church of the Air $	Bon Soir Paris	American Forum or Youth Wants to Know
10:45				
11:00	Weekend News Imagination	News	Wings of Healing	Monitor **
11:15 PM	Late News	Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson Co-op	TBA	News
	Coon Dance Party	Stockmarket		No Network Service
	ABC—News	No Service		Co-op
	All State Mel Allen			Alex Drier
	No Service	Dolce Batteries Lowell Thomas (198) R	Wonders of W'rld Sports	Man on the Go Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Minn. Mining Amos 'n' Andy Music Hall	Kraft News	News
	Co-op Quincy Howe		Co-op Fulton Lewis, Jr.	R. Harkness Ralston-Purina
	Mysterytime	Ed. R. Murrow Co-op	Jazz Roost	No Service
	ABC Late News		Mult. Sponsors Gabriel Heatter	News of World 168 **
	American Music Hall	Robt. Q. Lewis	Miles—News	One Man's Family **
	ABC Late News	News	What's Your Opinion	News
	Firestone Voice of Firestone	Robt. Q. Lewis	True Detective Mysteries (Participating)	Boston Symphony Orchestra
	Dancing Party	Chev. News (198)	Miles—Footnotes	News
	ABC News	The World Tonight	The Lives of Harry Lime	Bell Telephone Telephone Hour (185) R
	Louis Sobol Show	Eric Sevareid $	Miles—News	Classical Music for People Who Hate Classical Music
	News	Capitol Cloakroom	UN Radio Rev.	News
	Vandercook, CIO		Dinner Date	R. McCormick
	Imagination Milton Cross	Dance Orchestra	News—Miles	World of Music
	News		Reporter's Roundup	
	Imagination Milton Cross		Am. Hm Heatter	Nightlife
	ABC Late News		Music From Studio X	
	Imagination	News	Virgil Pinkley	No Network Service
	Late News	Dance Orchestra	Music From Studio X	

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson Co-op	TBA	News
	Coon Dance Party	No Service		No Network Service
	Camels—News			Co-op
	All State Mel Allen			Alex Drier
	No Service	Dolce Batteries Lowell Thomas (199)	Wonders of W'rld Sports	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Minn. Mining Pharma-Craft Amos 'n' Andy Music Hall	Kraft News	News
	Co-op Quincy Howe		Fulton Lewis Jr.	R. Harkness Ralston-Purina
	Mysterytime	Ed. R. Murrow Co-op	Jazz Roost	No Service
	Camels—News		Mult. Sponsors Gabriel Heatter	News of World **
	American Music Hall	Robt. Q. Lewis	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family **
	News $	News	Treasury Agent (Participating)	News
	Life Is Worth Living Bishop Sheen	Robt. Q. Lewis	Miles—Footnotes	The Great Gildersleeve**
	Camels—News	Chev. News (199)	Adventures of the Scarlet Pimpernel	Operation: Entertainment
	Dancing Party	The World Tonight	Miles—News	News
	ABC News	Eric Sevareid $	UN Radio Rev.	Biography In Sound
	Louis Sobol Show	Do You Know	Dateline Defense	
	Camels—News	CBS News	News—Miles	
	Vandercook, CIO		The Army Hour	News
	Imagination Milton Cross	Dance Orchestra	Gabriel Heatter	R. McCormick
	News		Music From Studio X	World of Music
	Imagination Milton Cross		Virgil Pinkley	Nightlife
	ABC Late News	News		
	Imagination	Dance Orchestra	Music From Studio X	No Network Service
	Late News			

WEDN

	ABC	CBS
	No Service	Allan Jackson Co-op
	Coon Dance Party	No Service
	Camels—News	
	All State Mel Allen	
	No Service	Dolce Batteries Lowell Thomas (198)
	CIO-AFofL Edw. P. Morgan	Minn. Mining Pharma-Craft Amos 'n' Andy Music Hall
	Co-op Quincy Howe	
	Mysterytime	Ed. R. Murrow Co-op
	Camels—News	
	American Music Hall	Robt. Q. Lewis
	News $	News
	American Music Hall	Robt. Q. Lewis
	News	
	Dancing Party	Chev. News (198)
	News $	The World Tonight
	Louis Sobol Show	Eric Sevareid
	Camels—News	Up Date
	Vandercook, CIO	CBS News
	Pabst Fights	Dance Orchestra
	ABC Late News	
	Imagination	News
	Late News	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News $	Dr. Wyatt Wings of Healing (306)	News
9:15	Great Moments Great Composers	Music Room		World News Round-Up Co-op Art of Living
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Rel. Church Back to God (268)	Voice of Prophecy
9:45				
10:00	Weekend News	Chev. News (178)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel $	E. Power Biggs $		
10:30	Weekend News	Invitation to Learning $	Voice of Prophecy (307)	
10:45	Negro College Choirs $			
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (382)	Monitor 10:30 p.m. Sun. Thru 12 Mid. Sun. (except as noted) **
11:15	Marines in Review	Washington Week	First Church How Christian Science Heals	
11:30	Weekend News	World Affairs	Northwestern U. Review $	
11:45	The Christian In Action $	Salt Lake City Tabernacle $		
12:00 N	No Net Service	Chev. News (170)	US Military Academy Band	
12:15 PM		Freddy Martin Orchestra		
12:30	Moods in Melody	Guy Lombardo Orchestra	Bill Cunningham Co-op	The Eternal Light
12:45		Weather	First Church How Christian Science Heals	
1:00	As We See It	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Miles—News	Monitor **
1:15	It's Your Business		Musical Caravan	
			The Word for This World	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club	Co-op News	Co-op Robt. Hurleigh	News
	(Participating)	No Service	Easy Does It	No Network Service
	My True Story (Participating)	Arthur Godfrey (Participating)	TBA	News
	When A Girl Marries (Participating)	Am. Popcorn Amino Bristol-Myers Chun-King Hartz, Kellogg Schlitz, Bakers Perkins, Pillsbury, Scott Sherwin-Wms. Simoniz Slenderella Norwich, St. Brands, Staley	Mutual Music Box	NBC Bandstand **
	Whispering Streets (Participating)		Kraft News	
	Jack Paar Show (Participating)		Miles Here's Hollywood	News
	Make Up Your Mind	No Service	Basil Rathbone	
	ABC Late News		Johnny Olson Show	NBC Bandstand **
	Bobby Hammock Quintet	Wrigley Howard Miller (144)	Kraft News	
	News	Salada P&G Slenderella W. Warren (144)	Sterling Drug Parallels In The News	News
	No Network Service	Colgate, St. Brds., Salada, Scott Backstage Wife	A Woman's Decision	No Network Service
		Lever, Salada Campana, Scott H. Trout (186)	Queen for a Day Participating	
		Colgate Our Gal Sunday (194)	Kraft—News	News
	Co-op Paul Harvey	Loeds, Carter, Scott, Listerine Nora Drake	Heatter, Am. Hm. G. Hauser, Am. M.	The Bill Goodwin Show **
	Co-op Ted Malone	Lever-Lipton Scott (198) Ma Perkins	Miles Millie Considine Show	
			No Service	
			Co-op Cedric Foster	
			A. Ladd's Modern Moods	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	Country Jamboree	News
		St. Louis Melodies		Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
		Farm News		
		Garden Gate		
	All-League Club House	Chv. Jackson (191)	Keep Healthy	
		Magic Thread Clairol Hudson Toni	No Network Service	
		Galen Drake	Kraft News	
		Slenderella (110)	No Network Service	
	Weekend News	News	Good News	
	Curling—Block	Robt. Q. Lewis Lewis-Howe (198)	Kraft News	
	Speaking of Sports		US Marine Band	
	Charlie Applewhite	Milner Chev., Jkson. (183)	Miles—News	
	Weekend News	Amos 'n' Andy Music Hall	Musical Wheel of Chance	
	Curling—Block	Liggett & Myers Gunsmoke (198)	Kraft News	Allis Chalmers Farm & Home Hr
	Speaking of Sports	Weather	American Living	Morton Salt Drier
	Dow Red Foley Show	Chev., Jkson. (185)	Magic of Music M'rosary Clooney	DeSoto You Bet Your Life (Split Network) Monitor *
	Weekend News	Personal Angle Kathy Godfrey		
	Curling—Block		TBA	Monitor **
	Navy Hour			

SATURDAY

	ABC
1:30 PM	Weekend News
1:45	Pilgrimage
2:00	Healing Waters Inc. Dr. Oral Roberts
2:15	
2:30	Herald of Truth
2:45	
3:00	Weekend News Sp'kng of Sports
3:15	Sammy Kaye Sunday Serenade
3:30	
3:45	Dr. Billy Graham Hour of Decision (229)
4:00	
4:15	Gospel Bestg. Or Old-Fashioned Revival Hr. (242
4:30	
4:45	Speaking of Sports
5:00	Radio Bible Class
5:15	
5:30	Weekend News College News Conference
5:45 PM	

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
TBA	News	Not in Service	Allan Jackson Co-op	TBA	News	Not in Service	Allan Jackson Co-op	TBA	News	Weekend News	News	Miles—News		6:00 PM
	No Network Service	Toon Dance Party	No Service		No Network Service	Toon DanceParty	U.N. on the Record S		No Network Service	Curling—Block	New Orleans Jazz Band	Airmen of Note		
	Co-op Alex Drier	Camels—News		Wonders of W'rld	Co-op Alex Drier	Camels—News		Wonders of W'rld	Co-op Alex Drier	Pan American Union		Let's Travel		6:15
Wonders of W'rld	Sun Oil & Co-op 3-Star Extra (34)	All State Mel Allen	Dolce Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)	All State Mel Allen		Sports	Sun Oil Co-op 3-Star Extra (34)	Sports Kaleidescope	Saturday at the Chase	Report from Washington		6:30
Sports	News	No Service		Kraft News	News	No Service	Amos 'n' Andy Music Hall	Kraft Five Star	News	Science Editor		Dinner Date		6:45
Kraft News	R. Harkness Raiston-Purina	CIO-AFofL Edw. P. Morgan	Pharms-Craft Bon-Ami Amos 'n' Andy Music Hall	Fulton Lewis Jr.	R. Harkness Raiston-Purina	CIO-AFofL Edw. P. Morgan		Fulton Lewis Jr.	R. Harkness Raiston-Purina	Weekend News	News	Kraft News		7:00
Fulton Lewis Jr.	News of World (188)	Co-op Quincy Howe		Jazz Roost	News of World (188)	Co-op Quincy Howe		Jazz Roost	News of World (188)	Curling—Block	Saturday Night Country Style	Lombardoland USA		7:15
Jazz Roost	One Man's Family	Mysterytime	Ed. R. Murrow Co-op	Mult. Sponsors Gabriel Heatter	One Man's Family	Mysterytime		Amer. Home Prd. Gabriel Heatter	One Man's Family	At Ease				7:30
Mult. Sponsors Gabriel Heatter	News	Camels—News	Robt. Q. Lewis	Coca-Cola Co. Eddie Fisher Show	News	Camels—News	Ed. R. Murrow Co-op	Miles—News	News	Curling—Block		Word of Life Hour	Monitor	7:45
Miles—News	People Are Funny	American Music Hall		Secrets of Scotland Yard	Bob Hope Show	American Music Hall	Robt. Q Lewis	What's Your Opinion	Monitor	Platter Brains	Chev. News (197)			8:00
What's Your Opinion		News S	News	Miles—Footnotes		News S	News	Counterspy (Participating)		World Tourist	Entertainment U.S.A.	Bandstand USA		8:15
Gangbusters (Participating)	Recollections	American Music Hall	Robt. Q. Lewis	Theatre Royal	Conversation	Carling—Block	Robt. Q. Lewis	Miles—Footnotes		Weekend News				8:30
Miles—Footnotes		Camels—News	Chev. News (199)	Miles—News	At the UN with Drew Pearson	American Music Hall	Chev. News (199)	The Queen's Men		Curling—Block	The Last Word			8:45
Horatio Hornblower	X Minus One	Dancing Party	The World Tonight	UN Radio Review		Camels—News	The World Tonight	Miles—News	News	Vincent Lopez Show	Sports	Miles—News		9:00
Miles—News		News S	Eric Sevareid S	John T. Flynn	Westward Look	Carling—Block	Eric Sevareid S	UN Radio Review		American Music Hall	News	Bandstand USA		9:15
UN Radio Review	Sleep No More	Louis Sobol Show	Leading Question	News—Miles		Dancing Party	So They Say	Dinner Date	Monitor	Weekend News	Philadelphia Orchestra	News—Miles	R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
Dinner Date		Camels—News	CBS News	Co-op State of the Nation	News	News S	CBS News	Miles—News		Curling—Block		Brandstand USA		9:45
News—Miles	News	Vandercook, CIO	Stuart Foster Show	Am. Hm. Heatter	Robert McCormick	Louis Sobol Show		True or False	News	National Juke Box	News S			10:00
Family Theatre	R. McCormick	Imagination Milton Cross		Music From Studio X	Carlin Conservation Club	Camels—News	Dance Orchestra	Am. Hm. Heatter		Weekend News	Henry Jerome Orchestra	Roxfro Valley Dance Barn		10:15
Am. Hm. Heatter	This Is Moscow	ABC News	Dance Orchestra		Jane Pickens Show	Carling—Block		Music From Studio X	Gillette Boxing	Curling—Block			Monitor	10:30
Music From Studio X	Nightlife	Imagination Milton Cross	News	Virgil Pinkley	No Network Service	Imagination Milton Cross	News	Virgil Pinkley	Sports Digest	Lawrence Welk Army Show	Dance Orchestra			10:45
Virgil Pinkley	No Network Service	ABC Late News	Dance Orchestra	Music From Studio X		ABC Late News	Dance Orchestra	Music From Studio X	Sports Highlights	Rhythm on Parade	News	BBC Jazz Club		11:00
Music From Studio X		Imagination				Imagination			No Network Service	Curling—Block	Dance Orchestra			11:15 PM
		Late News				Late News			News of the World Morgan Beatty	Weekend News				
										Imagination				
										Late News				

TIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Woolworth Hour (200)	Lutheran Hour (479)	Lutheran Layman's League "The Lutheran Hour"	Closed Circuit	Leupp, Scott Cmpna., St. Brds. Dr. Malone	Luncheon with Lopez	The Bill Goodwin Show **	Shake the Maracas	Man Around The House		
Longines-Wittnauer Symphonette (70)	Marian Theatre	Monitor *	ABC Late News	Listerine, St. Brd. Crtr., Monthlm. Road of Life	Kraft News	* News	Weekend News	Adventure In Science	Teen Talks	
			No Network Service	P&G news (283)	Lots of Music	True Confessions **		News	Kraft News	
	Edmundo Ros	The Catholic Hour		St. Brds. Right to H'piness				Strieg Serenade		
				Colgate Mrs. Burton	Pollock BBC News	Woman In My House **				
New York Philharmonic Orchestra,				Colgate Strike It Rich				Peabody Orchestra		
	Bands for Boards		ABC Late News	Pat Buttram Show (195)		The Affairs of ** Dr. Gentry				
				Wm. Wrigley Housepartyt (183) R	Lots of Music	* News		News		
			The Martin Block Show	Sunsweet, Staley Coldene, Swift Simoniz, Lever Rennzit, Std. Bd.		Five Star Matinee **		Army Show		
				American Bird						
News (5)						"Hilltop House" **		Dance Orchestra		
						"Pepper Young's ** Family"				
CBS Radio Workshop			ABC Late News	Roafro Valley Pillsbury	Mutual Reports	* News		News		
	Oklahoma City Symphony	Monitor **	Treasury Bandstand					Paladium Orchestra	Sports Parade	
Suspense				No Service	Lots of Music	Bill Goodwin Show (Repeat) **				
			No Network Service					Dance Orchestra		
R. Trout (193) Chevrolet News	Miles—News			News	(Th. only) Story of the Week				Co-op Standby Sports	
Indictment			ABC Late News		Basil Rathbone	* News	Weekend News	News	Miles—News	
	Bands for Boards				TBA		Curling—Block	Dance Orchestra		
Johnny Dollar			No Network Service	No Service		No Network Service	Sp'kng of Sports		Standby Sports	
					Miles Wonder of the World		Pop Concerts Dinner At The Green Room	Make Way For Youth		
					Sports Time					
					Kraft News				Kraft News	

March 25, 1957

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—
7:55-8 p.m., Les Griffith & The News. (332).

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.
3-3:15 p.m. M.Th.—Coldene.
3:15-3:30 p.m., Wed., Simoniz, Swift.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—
Queen For A Day—Kraft, Mon. thru Fri.; Seeman Brothers, Mon. thru Fri.; Miles Labs, Mon. thru Fri.; Lyon Van & Storage, Mon.; Sterling Drugs, Mon.-Fri.; Matchabelle, Mon.-Fri.
Series B—(8-8:25 p.m.) Kraft, Mon. thru Fri.; Sleep-Eze (Alternate 3 a week); Aslum, Mon. thru Fri.; American Home Prod., Mon. thru Fri.; Kent Cigarettes, Mon. thru Fri.

NBC—
* **Network News on the Hour**—Starts at 8:00-8:05 a.m. on Sundays and is broadcast in other periods as follows during "Monitor": 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m. NBC network news on the hour on Saturdays is scheduled at the following times on "Monitor": 8, 9, 10, 11 a.m., 12 noon; 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m.
***"Monitor" is broadcast on a network and local participation basis. All other programs marked ** are also scheduled on the same basis.

CBC RECOMMENDS STATION GRANTS

- **Two ams, one tv suggested**
- **Transport Dept. to act now**

CANADIAN radio and television stations were recommended for increased power, change of ownership and new stations were recommended for licensing at the March 15 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. Recommendations move to the Dept. of Transport, which issues licenses.

The March 15 board meeting heard three applicants for a Richmond Hill, Ont., am license for the second time at the request of the Dept. of Transport, and the CBC board again made the same recommendation. John O. Graham, Toronto lawyer, was recommended for a 500 w facility on 1300 kc in the Toronto suburb. The two other applicants, William Haskett and Elwood J. Reid, both of Newmarket, Ont., were denied. The CBC's recommendation to grant Mr. Graham the license last October had been questioned by the Dept. of Transport.

In again recommending Mr. Graham, the CBC board stated that "Richmond Hill is more likely to develop an economic basis for good community service for the general area. The board was more favorably impressed by the plans of Mr. Graham for the operation of a station than those of the other two applicants." The CBC board recommended that no other application for this area be considered for a year from the time Mr. Graham begins operation, if he is granted the license. Both Newmarket and Richmond Hill are northern suburbs of Toronto.

Lloyd Olan of Huntsville, Ont., was recommended for a license for a 250 w station on 1340 kc at Huntsville, about 160 miles north of Toronto, in a popular summer and winter resort region.

Okanagan Valley Television Ltd., Kelowna, B. C., was recommended for a television license with three transmitters. The corporation consists of radio stations CKOV Kelowna, B. C.; CKOK Penticton, B. C.; and CJIB Vernon, B. C. Main transmitter is to be at Kelowna on ch. 2, with 3.7 kw visual. A satellite at Penticton is to be on ch. 13 with 300 w visual. Another satellite at Vernon is on ch. 7 with 310 w visual power. The CBC board stated that this "provides a good arrangement for the particular terrain and conditions in the Okanagan Valley" of the Rocky Mountains. The stations will handle national as well as community telecasts.

Change of ownership was granted to CHCT-TV Calgary, Alta., from Calgary Television Ltd., to Fred Shaw, president and managing director of CKXL Calgary. All three Calgary radio stations, CKXL, CFAC and CFCN, have had equal interest in CHCT-TV. Under the CBC recommendation control will be with Fred Shaw.

CKSO-TV Sudbury, Ont., oldest privately-owned Canadian tv station, has been recommended for an increase in power from 1.74 kw visual to 30 kw on ch. 5.

Radio station power increases recommended were for CKOT Tillsonburg, Ont., from 250 w to 1 kw daytime on 1510 kc; for CHRC Quebec, from 5 kw to 10 kw on 800 kc.; and for CHEX Peterborough, Ont., from 1 kw on 1430 kc to 5 kw on 980 kc.

Application for a radio station at the new aluminum smelter town of Kitimat, B. C., was recommended for deferment until the report of the Royal Commission on Broadcasting is handed to the Canadian Parliament and outlines policies for new areas such as Kitimat.

A number of stations were granted permission for share transfers including CKLW Windsor-Detroit, for transfer of 100 common shares.

Bavarian Radio Suit Appealed To West German Supreme Court

THE West German Newspaper Publishers Assn. has appealed to the West German Federal Supreme Court to rule against any commercial tv operations by Bavarian Radio, a non-profit, state-operated organization.

The appeal followed rejection of the newspaper publishers' suit against Bavarian Radio by a Munich court on the grounds that the court considered itself incompetent to decide how the company, a publicly-owned institution, should handle its tv broadcasting, be it commercial or not.

The publishers' association late last year had filed a suit in the Munich court against Bavarian Radio and Radio Free Berlin, also state-operated, for presenting commercial segments in their tv programs [B•T, Dec. 24, 1956]. The publishers contend that only private companies should have commercial advertising in their television programming. They are seeking the establishment of such private tv companies.

Bavarian Radio explained its commercial tv operations earlier this month [B•T, March 4] by stating that all funds it receives through a contract with Bavarian Commercial Television Corp. are used to subsidize organizations outside the broadcasting field (i. e., local theatres, symphony orchestras, etc.)

World Ad Film Festival Set For This Autumn at Cannes

THE fourth annual International Advertising Film Festival has been announced for Cannes at the Palais des Festivals Sept. 21 through Sept. 26.

International Screen Advertising Services, organization which inaugurated the function at Venice in 1954, is working on this year's event in conjunction with the International Screen Publicity Assn. The joint executive committee includes Ernest Pear and Jacques Zadok, president and vice president, respectively, of ISAS; Jean Mineur and Peter Charles Ruedi, president and vice president of ISPA, and Peter Taylor, who again is director of the festival and in charge of arrangements. Festival headquarters is at 17 Berkeley St., London.

The festival is planned to create an opportunity for simultaneous presentation of different techniques of screen advertising used throughout the world.

Canadian Tv Set Production Drops in Month of January

FACTORY production of television sets in Canada in January totaled 33,426 units, compared with 58,556 in January 1956, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada. Television set sales to dealers in January 1957 amounted to 39,426 sets, with 15,577 sets sold in the province of Ontario, 8,649 in Quebec, 11,184 in the four western provinces and 4,016 in the four Atlantic coast provinces.

Radio receiver factory production in January was up to 39,072 units compared with 38,034 units in January 1956. Radio receiver sales in January totaled 44,632 units, of which 24,016 units were sold in the province of Ontario.

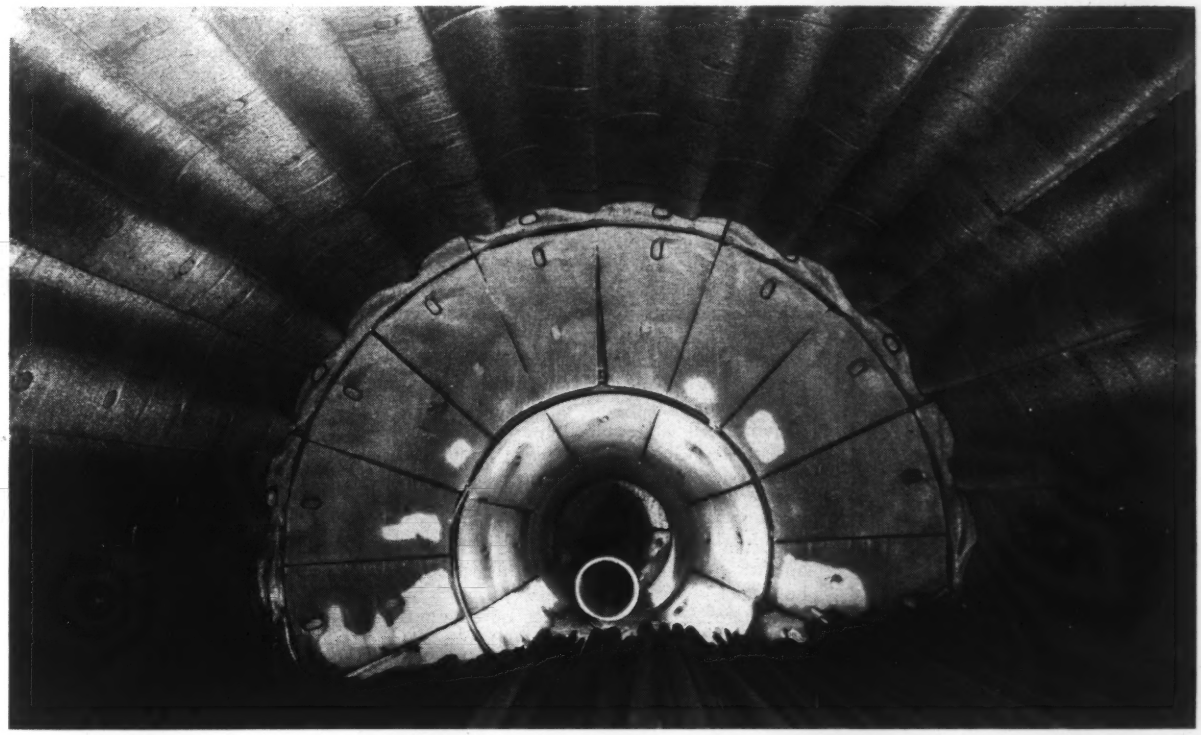
Y&R Opens Caracas Office

YOUNG & RUBICAM has opened an office in Caracas, Venezuela, under the management of Jorge Cardoze, former assistant manager of the Mexico City office. The new branch will provide copy, art, production, contact, media and radio-tv services for Cluett-Peabody & Co., Sanforizado, Bristol-Myers Co., Cinzano de Mexico, the Esterbrook Pen Co., General Foods Corp. and Johnson & Johnson.

Standard Leads With the Best
Transcription Library Buy
Contains over 5,000 musical selections
plus 400 jingles and commercial aids.
Write for catalogue and complete details.
Sold Outright — Complete or Partial
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

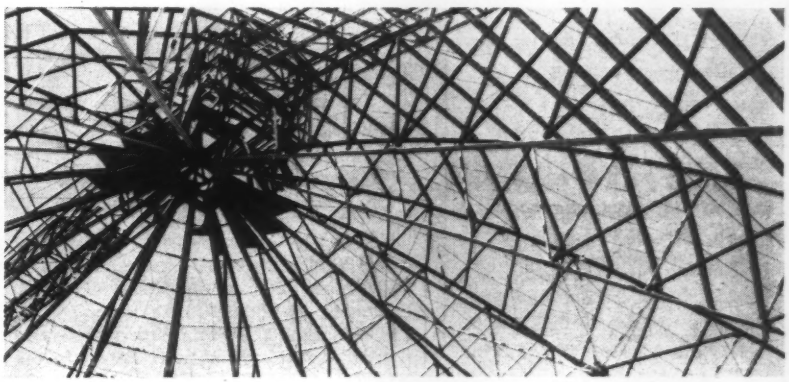
Also send for details on the new Lawrence Welk Library Package; and Sound Effects Library; and, Standard Shorty Tunes.

Only STEEL can do so many jobs so well



For A Tough Grind. This mill is used to grind the highly abrasive, low-grade iron ore called Taconite. Rolled Steel Plate Lining, bolted to the inside surface of the large revolving cylinder, lifts and tumbles the load and also protects the shell from the grinding action of the steel rods and the ore. This lining, especially made for such service, processed 1,100,000 tons of Taconite—another outstanding performance of USS Lorain-Rolled Plate Linings.

Homemade Bread, In A "Tin" Steel Pan. Commercial bakers, who can afford and demand the finest, say that "tin" bread pans give them a bigger, better loaf of bread. These "tin" pans are actually made from steel sheets, coated with a thin layer of pure tin. USS Tinplate, we call it. You can buy pans of this type at any department or variety store.



Steel Spider Web. If you ever needed it, here's proof that amazing things can be done with steel. This is an 83-foot-high dome for a potash storage building that will be covered with steel sheets. This complicated structure was *prefabricated* and erected by American Bridge Division of U. S. Steel.

UNITED STATES STEEL

USS

AMERICAN BRIDGE . . . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL . . . GERRARD STEEL STRAPPING . . . NATIONAL TUBE . . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . . UNITED STATES STEEL HOMES . . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your newspaper for time and station. 7-812

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

THE METROPOLITAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Stations Being Sued By Ontario Government

CANADIAN Broadcasting Corp. and radio station CKEY Toronto, along with three Toronto dailies, the *Telegram*, the *Star* and the *Globe and Mail*, are being prosecuted by Ontario Attorney-General Kelso Roberts under Canadian Lords Day Act for publishing and disseminating news on Sunday.

The action, announced Tuesday, followed appearance March 17 of the first Toronto Sunday newspaper, the *Toronto Sunday Telegram*. Prosecution of the *Sunday Telegram* was intimated prior to publication by the Lords Day Alliance Organization on grounds that the newspaper did not come under exceptions of the Lords Day Act as being "works of mercy and necessity." *Telegram* publishers complained that other newspapers worked on Sundays and that the government's CBC and other radio stations disseminated and sold news on Sundays.

Attorney General Roberts in announcing prosecution pointed out the necessity to clarify legal and policy decision under Lords Day Legislation. He stated that "it is important to understand what this law is and what discretions and exceptions are and how they apply. There is also a question to be determined of the effect of tolerances which have been developed under this law because of change in times and conditions since its passage more than 50 years ago."

In preparation for prosecution against radio and television stations and newspapers, Ontario provincial and Toronto metropolitan area police checked on work going on at all radio television stations and newspapers in Toronto March 17. The Lords Day Alliance Organization prior to the government announcement requested prosecution only of the *Toronto Sunday Telegram*.

The Lord's Day Act, passed in 1906, is a federal law prohibiting business on Sunday except for works of mercy and necessity.

CBC Fiscal Funds Increase

CANADIAN Broadcasting Corp. received $8,300,000 from the Canadian Treasury in the fiscal year ending March 31, 1957, as compared with $8,100,000 the previous year, according to the white paper of government receipts and expenditures tabled in the Canadian Parliament a fortnight ago by Finance Minister W. E. Harris. Revenue received from the 15% tax on television and radio sets, radio tubes and phonographs was $19,000,000 in the 1956-57 fiscal year, compared with $22,800,000 in the previous year. There was no change announced in the 15% excise tax on radio and tv sets and tubes in the budget announced by the finance minister on March 14. This tax is earmarked for financing the CBC.

CKOY Newscaster Martin Dies

LARRY MARTIN, 44-year-old newscaster for CKOY Ottawa, died March 14 in a committee room in the Parliaments Bldg., while preparing a broadcast high-lighting the House of Commons budget report. Cause of death was attributed to a heart attack—his second in eight months. Surviving are his wife and two children.

INTERNATIONAL SHORTS

CHED Edmonton, Alta., has increased power from 1 kw to 10 kw on 1080 kc.

Mil-ko Products Ltd. (food products), Toronto, Ont., using alternate weekly sponsorship of Canadian film show, *Adventures of Pierre Radisson*, on 32 English language tv stations. Agency is W. A. McCracken Adv. Ltd., same city.

CFAM Altoona, Man., has issued Rate Card No. 1, with rates starting at $33 for half-hour Class A time.

Savage Shoes Ltd., Toronto, Ont., and **Fry-Cadbury Ltd.,** Montreal, Que. (chocolates), has started British film *The Adventures of Sir Lancelot*, weekly on 28 tv stations across Canada. Agencies are Breithaupt Milsom Ltd., Toronto, and Harold F. Stanfield Ltd., Montreal, respectively.

INTERNATIONAL PEOPLE

Trevor G. Goodman, account supervisor, Young & Rubicam, Toronto, named vice president and manager of Toronto office, succeeding **R. B. Collett,** resigned to become advertising advisor to marketing divisions of Lever Bros. Ltd., Toronto.

A. J. Hopps, assistant manager of CFRN Edmonton, Alta., named manager of station, and **S. S. Lancaster** to manager of CFRN-TV Edmonton.

Bill Carter, chief engineer of CKLW-AM-TV Windsor-Detroit, retires after 25 years with station and is succeeded by **Stewart Clark,** who has been with CKLW in technical and maintenance supervisory capacities.

Karl A. Steeves, national account executive, Radio Advertising Bureau, N. Y., appointed director of television sales section, Canadian Assn. of Radio and Television Broadcasters. Mr. Steeves will headquarter in Toronto, at CARTB's sales offices.

John Bradley, Stewart-Bowman-Macpherson Ltd. (Toronto), **Hedleigh Venning,** advertising director, Shiriff-Horsey Corp. (food products), same city, and **Peter Hilton,** Hilton & Riggio Inc., N. Y., have formed advertising agency named Bradley, Venning & Hilton Ltd. Address is 11 Yorkville St., Toronto.

WABC-TV New Sales Plan To Be Started April 1

WABC-TV New York has created a new sales plan and program format for *The Night Show* effective April 1, the starting date for the first-run package group of Columbia pictures recently purchased, according to Robert L. Stone, vice president in charge of WABC-TV.

All one-minute participations will be priced at the regular card rate subject to frequency discounts and the *Night Show* no longer will come under the "7-14" package plan, he explained, except for 10-second ids, although minutes may contribute toward minimum totals needed under the existing plan.

The new films will start on the same evening as the premiere of the John Cameron Swayze news program at 11 p.m. The film show will have an off-camera host to maintain storyline and give voice commercials. Break each quarter-hour will consist of two one-minute spots separated by local identification. WABC-TV is devoting extensive advertising, publicity and promotion campaign to both the new film series and the Swayze newscast.

KROW Publishes Survey Results On Area Grocery Distribution

ENTITLED *Pattern of Distribution,* an extensive study of grocery brands in the San Francisco-Oakland market has been published by KROW Oakland, Calif. Copies of the 51-page book, together with a companion sales presentation on the station, are being sent to grocery product manufacturers, their distributors or selling agents and advertising agencies.

It treats not only quantitative distribution of hundreds of grocery brands, but, as its title implies, the degree of penetration in various segments of the market, establishing the distribution pattern. Products are listed under 95 categories in the table of contents. Overall figures are given for sales in East Bay and West Bay counties, individual, independent and chain stores.

Pattern was conceived and research directed by J. G. (Gil) Paltridge, vice president and general manager of KROW. A. Lee Bowman of Reinhardt Advertising Inc., Oakland, KROW agency, collaborated with Mr. Paltridge. Figures were gathered by supervised inventory of a cross section of stores in the six Bay Area counties.

"My husband listens to KRIZ Phoenix twenty-four hours a day."

SURROUNDING Comdr. Edward Whitehead, president of Schweppes (USA) Ltd. (tonic water), are staffers of WARL Arlington, Va., who are conducting a "Whisker Derby" to raise $100,000 for a children's rehabilitation center at Leesburg, Va. The commander has been named honorary judge in the contest among WARL listeners for $1,000 in cash prizes and a $1,000 mink stole for the winner's wife or friend. Serving as inspiration to contestants are (l to r) front row around the commander, Bob Cobbins, WARL commercial manager; John Galloway, program director; Don Owens, chief announcer; (standing) Jock Lawrence, news chief; Ray Armand, WARL vice president, and George Crump, executive manager. HRH Phillip, Duke of Edinburg, asked by WARL to support the effort by not shaving his seabeard, sent a friendly reply to the station expressing regret that the WARL cable reached him after he had shaved.

KTTV's 'Key Question'

A NEW hour-long quiz program, *The Key Question,* had its premiere on KTTV (TV) Los Angeles Sunday, March 24. Winners on the show receive automobiles. The program is being sponsored and emceed by Bob Yeakel, a local automobile dealer, and will be telecast from the sponsor's salesrooms.

WFIG Promotes 17th Anniversary

WFIG Sumter, S. C., bought space at so much per inch from the *Sumter Daily Item* and presented a WFIG Supplement to promote the station's 17th anniversary. After buying the space, WFIG resold it for double the amount, plus card rate for radio time, to advertisers and reports it made a "substantial profit." In addition to the advertisements, the 16-page supplement carried articles about the station and its personnel.

REVOLUTION

There are all kinds, but if you want to get in on the rating revolution that's taking place in Southern California, move a little closer...

In January, 1953, KTTV's nighttime share of audience was 9.9. Last January, it had nearly doubled — 17.6 to be exact.

This is a popular revolution... sparked by the continuing, growing audience acceptance of the alert independent production and programming that has become a buy-word for KTTV.

Want to start a sales revolution with your product?

Get full instructions from your wide-eyed, dedicated Blair man, today...

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

*ARB Share Of Audience
6:00 PM—Midnight
Sunday through Saturday

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

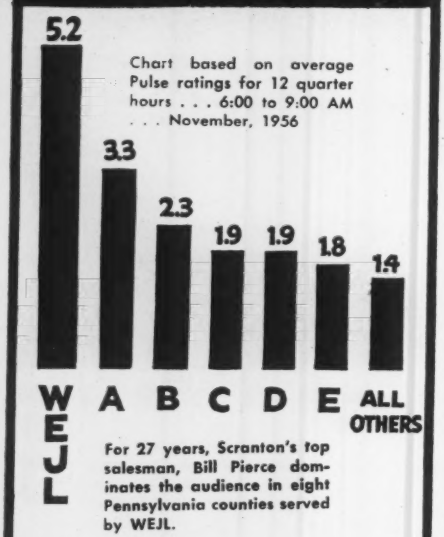


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, PENNA.

DAILY DOUBLE

IN NORTH CAROLINA

Every day . . . more audience in Winston-Salem

Every day . . . more audience in rich 18-county Piedmont area than any other station

WSJS RADIO

WINSTON-SALEM

NORTH CAROLINA

NBC AFFILIATE for WINSTON-SALEM, GREENSBORO, HIGH POINT

5000 W • 600 KC • AM-FM

HEADLEY-REED, REPRESENTATIVES

'Off to Adventure' for Children

A NEW religious tv film series, said to be the first national program of its type produced expressly for children, has been set on 35 stations throughout the country. Called *Off to Adventure*, the quarter-hour weekly program series is designed to teach children to understand other peoples and their cultures. It was produced by the National Council of the Churches of Christ in U. S. A.

WHEN Broadcasts From Jet Plane

JOHN SCOTT, news director of WHEN Syracuse, participated in a direct broadcast from a jet plane to the Central New York listening audience. Mr. Scott took off from Syracuse's Hancock Field in a T-33 jet trainer to demonstrate how, in a national emergency, the Air Force could take over communications and keep the public informed. Mr. Scott broadcast to the air force base which in turn relayed it to WHEN's studios. He answered some of the calls that were made to the station and several people were able to carry on a two-way conversation with Mr. Scott by listening to the radio as he and an Air Force Lieutenant flew over the area.

KPHO Covers Jaycee Rodeo

WHEN KPHO Phoenix, Ariz., covered the Phoenix Jaycee's World Championship Rodeo parade on March 14, it connected its radio line with a public address system. This was done so that nearby parade-watchers could hear KPHO's description. The parade consisted of floats and horses which KPHO newsmen colorfully described. The procession was covered by Johnny Green, Chuck Warren and Hal McWilliams.

WOV's 'Pick-A-Pocket'

WOV New York is using an in-store promotion entitled "Pick-A-Pocket." A model wears an apron with several different pockets, each containing a number, and lets the customer choose a pocket. Then a question is taken from the pocket. Whether they win or lose, each participant receives samples of the sponsor's product. Some of the promotions are broadcast. So far, the quiz has been presented in supermarkets, specialty shops and dime stores in predominantly Negro neighborhoods.

TOWN MEETING UPDATED

SKOWHEGAN, ME., like many other New England towns, continues to be governed by the classic town meeting. But WGHM Skowhegan, after boosting attendance at the last official parley, added a modern element to the antique system. It took microphones into the hall and broadcast the four-hour meeting live.

The coverage came about in a democratic way—by popular demand. WGHM had been promoting the March 9 meeting on the air. On March 8 the station decided to ask listeners if they would like to hear proceedings on the radio, for the benefit of those who were ill and those who couldn't get away from jobs for the 1:30 p.m. meeting. The listeners' vote "yes" resulted in a non-stop, four-hour broadcast of the town meeting. And they followed up, WGHM says, with letters, phone calls and messages that indicated a large and attentive audience at home all afternoon.

REAR ADMIRAL William R. Smedberg III, superintendent of the Naval Academy, Annapolis, Md., appeared on WRVA-TV Richmond, Va., to help launch the series, *Men of Annapolis*. The admiral is shown with Barron Howard (l) station manager, and C. T. Lucy, president of Richmond Television Corp.

Hayward Signs CBS-TV Contract

BROADWAY, film and tv producer Leland Hayward has signed an exclusive, five-year pact with CBS-TV, effective immediately, it was announced a fortnight ago by Hubbell Robinson Jr., CBS-TV executive vice president in charge of programming. Under terms of the contract, Mr. Hayward, who has been credited with creating NBC-TV's *Producers' Showcase*, will produce one 90-minute show a year and create annually a program series to be co-owned by Mr. Hayward and CBS. The contract was negotiated through MCA Ltd.

More TV Stations use TSC REAR SCREEN PROJECTION EQUIPMENT than all other makes combined

For complete information, write or call:

TELEVISION SPECIALTY CO., Inc.

350 W. 31st ST., NEW YORK 1, N.Y.

Phone LOngacre 4-2334

Chief Photographer Moore (at camera) and Bill Gordon film sequence in one of WFMY-TV's studios. Moore won 1st place in Spot News Division and 2nd place in Feature News Division of the Carolinas Press Photographers' Association contest.

STUDIO WORK OR NEWS COVERAGE . . .

WFMY-TV catches every detail with high-speed Du Pont 931 Film

"IN THE studio or out on a news assignment, you must have a fast film for TV. That holds true for processing as well as emulsion speed," says Luther V. (Buddy) Moore, Chief Photographer for Station WFMY-TV, Greensboro, North Carolina.

"For example," Mr. Moore continues, "I used Type 931 to cover a disastrous fire in Winston-Salem—26 miles from our studios. We shot over 800 feet of film under conditions that ranged from bright sun to heavy rain. The film was used for telecast less than two hours after we left the scene. And every foot of film was good—that's the kind of job Du Pont 931 can handle!

"Du Pont Type 931 Film is excellent for studio work, too. It can be used for negative as well as positive transmission, reproduces natural-looking skin tones and never blocks up on an optical sound track—thanks to its wide latitude. It's easy to see why we're sold on Du Pont Motion Picture Film here at WFMY-TV!"

DU PONT MOTION PICTURE FILM

FOR MORE INFORMATION contact your nearest Du Pont Sales Office or write: Du Pont, Photo Products Dept., Wilmington 98, Del. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

Atlanta 8, Ga......805 Peachtree Building
Boston 10, Mass......140 Federal Street
Chicago 30, Ill......4560 Touhy Avenue, Lincolnwood
Cleveland 16, Ohio.....20950 Center Ridge Road
Dallas 7, Texas.....1628 Oak Lawn Avenue
Los Angeles 38, Calif......7051 Santa Monica Blvd.
New York 11, N. Y......248 West 18th Street
Philadelphia, Pa...308 East Lancaster Ave., Wynnewood
Export.....Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . through Chemistry

Mr. Moore captures the news for WFMY viewers with Du Pont Type 931 High Speed Rapid Reversal Motion Picture Film.

Du Pont Representative Del Billings (right) discusses continuous reversal processing of Du Pont Film with Chief Photographer Moore.

Buddy Moore and Del Billings examine clips shot on Du Pont film. Billings keeps station informed of latest filming developments.

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station wltn , Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE BOSTON MASS

NBC Stations Sponsor Contest

NBC's owned and operated stations are awarding sets of the *Book of Knowledge* to students who submit the best 50-word editorials explaining how their cities can better service the public needs. The project is in cooperation with the Grolier Society (New York publisher of the books) and is taking place in Hartford (WNBC [TV]), Philadelphia (WRCV-AM-TV), Buffalo (WBUF [TV]), Los Angeles (KRCA [TV]), and San Francisco (KNBC [TV]).

WTRF-TV Tells Ohio Valley Story

The story of industry expansion and revitalization in the Upper Ohio River Valley was presented on March 17 by WTRF-TV Wheeling, W. Va. Entitled *Impact*, the program told the stories of steel, chemicals, glass, aluminum, manufacturing, pottery and their allied industries. The station used actual films of the industries' operations. WTRF-TV reportedly spent six months in preparing for the show.

WTOP-TV Finds 'Mr. Senator'

WTOP-TV Washington recently conducted a search on its *Panorama Potomac* for the man who most resembled the cartoon-type drawing selected as the symbol for the Washington baseball club. The winner, Mr. G. Raymond Zepp, received two reserved-seat season passes to the Senator's ball games.

Hats On for WBUF (TV)

WBUF (TV) Buffalo, N. Y., is distributing red, dayglo beanies to agency people all over the country. The hats proclaim that "WBUF, Channel 17, NBC in Buffalo, N. Y., now reaches more than 208,000 homes on the Niagara Frontier."

'2000 A. D.': STIMULUS TO SCIENCE

SCIENTIFIC education, dramatic action and showmanship are combined in *2000 A.D.*, weekly show on WBZ-TV Boston designed to help find young men and women interested in science careers.

Sponsored by International Business Machines Corp. and presented on Sunday afternoons, the program is produced by Dr. Jonathan Karas, professor of physics at New Hampshire University who also acts as host for the series.

On the program, Dr. Karas has demonstrated the effectiveness of new asbestos suits by personally walking safely through a 1500-degree fire; has set off space rocket motors, and has driven a 35-ton tractor length-wise over an automobile, crushing it to a height of less than 12 inches.

He has also narrated the televising of a head-on crash between a remote-controlled auto traveling at 65 miles an hour and a stationary 30-ton truck, noting the impact on a life-sized dummy inside the car. Another show featured an earth satellite like the one scientists plan to use this geophysical year to circumnavigate the globe.

From these and many other eventful programs IBM, in nearly two months sponsorship of the series, has received many inquiries from university professors, technicians and even high school students interested in building scientific careers. Since IBM bought the program, American Research Bureau ratings have given it a 327% increase.

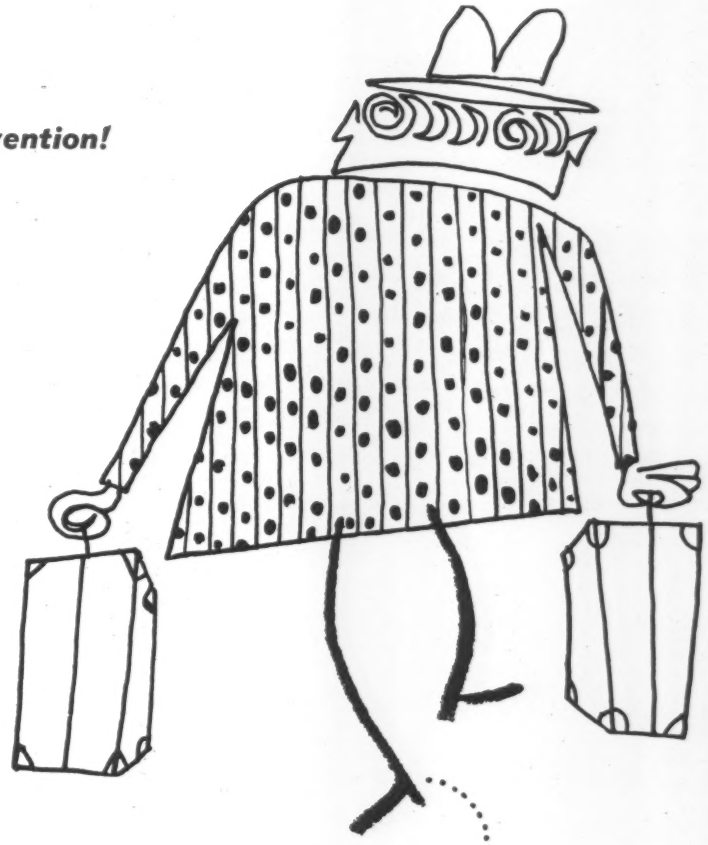
Since its inception in August, 1955, the program has been honored many times with citations from scientific and engineering organizations throughout the nation for its potential educational force. Among recent awards was a citation presented to Dr. Karas by the American Chemical Society for his and show's efforts in this particular field.

Probably the most dramatic and heartwarming result of a recent *2000 A.D.* program on a corneal transplant operation and new developments in opthamalogy was the donation of his eyes to the Boston Eye Bank by Merrill D. Aldrich, the late mayor of Taunton, Mass. After viewing the telecast, Mr. Aldrich ordered that if he died on the operating table his eyes were to go to the bank. Following his death, Mr. Aldrich's eyes went to two blind women, one totally blind, and the other, a 21-year-old mother of three children, almost totally so.

CLAD in asbestos suits, Dr. Jonathan Karas, professor of physics at New Hampshire and host of the 2000 A. D. program over WBZ-TV Boston, and an unidentified associate walk safely through a 1500-degree fire.

IBM agreed to sponsor the show over Westinghouse Bcstg. Co.'s WBZ-TV Boston after its officials and representatives of Benton & Bowles Inc., WBC's agency, saw a review of some of the programs. Each week's show receives advance and follow-up coverage by New England newspapers. Publicity on *2000 A.D.* pointing up the scientific importance of each show, is mailed weekly to high schools and colleges in the area. And Dr. Karas promotes the program by his many speaking engagements before high school and college students and engineering societies.

Don't forget the NARTB Convention!
It's April 7-11 in Chicago.



If you can't make it,
read all about it in the
B•T issue of April 8.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 8th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: April 1.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N. W.
Washington 6, D. C.

BUSINESS PAPER LEADERSHIP ABP

NEW YORK • **CHICAGO** • **HOLLYWOOD**
444 Madison, Plaza 5-8355 | 360 N. Michigan, Central 6-4115 | 6253 Hollywood Blvd., Hollywood 3-8181

KDKA Credited With Scoop

PITTSBURGH newspapers and press associations reportedly gave credit to KDKA-AM-TV Pittsburgh on March 15 for a complete scoop covering the police scandal that has rocked the city. Bill Burns, newsman, interviewed Shirley Cavanaugh, who was held for shooting Lt. Allen Carnahan, head of the vice squad. Miss Cavanaugh was interviewed on film when she was first released from jail. She disappeared after the interview, with KDKA being the only source of news on one of "the most exciting news stories in the city's history."

WIP Covers Atomic Exposition

A personally conducted tour of the International Atomic Exposition was broadcast over WIP Philadelphia from Convention Hall on March 12. Listeners heard the sound of an atomic reactor and other nuclear appliances that were on display during the International Nuclear Congress & Atomic Exposition which was held in the Hall. The guides were Dr. I. M. Levitt, director of the Fels Planetarium, Franklin Institute, and Al Taylor, city reporter for WIP.

Terhune Rights Acquired

MICHEL KRAIKE PRODUCTIONS Inc., Beverly Hills, Calif., has acquired rights to the complete works of the late Albert Payson Terhune, the new firm has announced. The material will be used in a tv series to be called *Dogs Courageous,* written by John McGreevey, with pilot shooting to begin today (Monday). William Morris Agency is representing Kraike on this and future projects.

WOKO Covers Crime Reenactment

WOKO Albany, N. Y., recently broadcast the reenactment of a daylight robbery. Using a traveling microphone, two WOKO news reporters, Geoff Edwards and Leo McDevitt, were on-the-scene when the alleged thief retraced his steps for the State Police.

SCHOOL SPORT SCORES FOR WJOB

IN one of the country's most basketball-minded states, WJOB Hammond, Ind., has built its schedule of area high school games to record heights. Under extensive exploitation, the games have become big business for the station and for the schedule's largest sponsor, Pepsi-Cola Bottling Co. of East Chicago, Ill.

By the end of its record 20-week season this month, WJOB will have broadcast play-by-play coverage of 145 games at 58 schools in Indiana and Illinois. To feed interest, WJOB some days schedules two live games in the afternoon, one in the evening and a tape recorded rebroadcast later that night. Listeners to regular and tournament games totalled 2,120,000 during the season, WJOB estimates.

Of the $50,000 revenue WJOB realizes each year from high school sports broadcasts, it spends one-tenth on promotion. The program for Pepsi involves 4,000 point-of-sale posters, signs on city buses (see photograph) and game distribution of *Hi-Notes,* a program-news brochure published by WJOB and distributed to students at each game. Student interest in the weekly editions of *Hi-Notes* is such that not a discarded one is to be found in the gym after games. Features of the four-page Pepsi-WJOB promotion folder are student gossip, record favorites, sports features and game lineups.

CITY bus lines are one of the routes to promotional success for high school basketball games on WJOB Hammond, Ind.

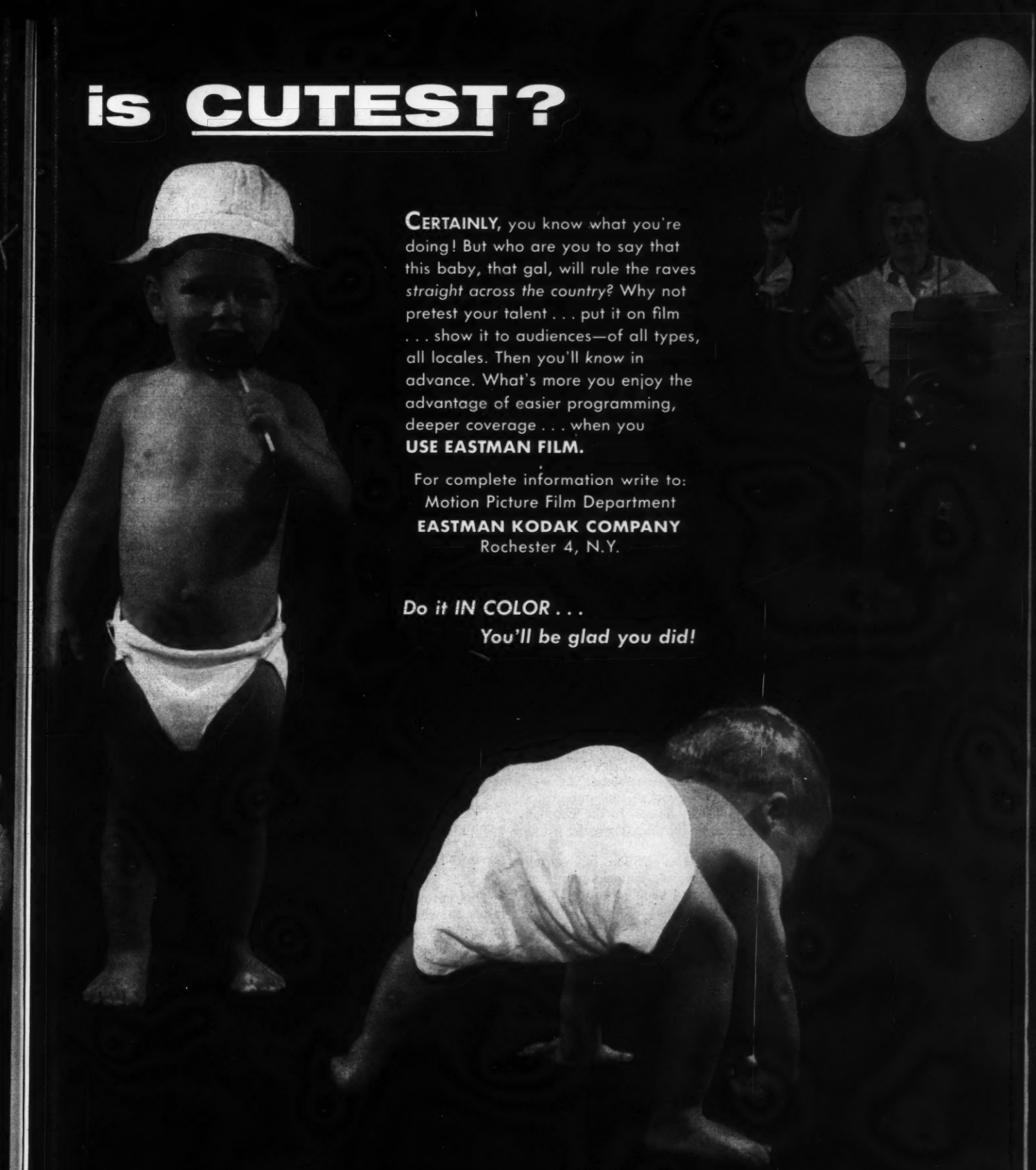
Another WJOB promotional device is a series of monthly student dances, the Pepsi-Parties, presided over by station disc jockeys.

The local Pepsi bottler, a year-around heavy radio user, selects games from the WJOB high school schedule in areas where it needs an extra push, and WJOB sells the rest to non-competitive accounts. Actually, such areas for Pepsi are becoming rare. The East Chicago firm has one of the country's highest *per capita* consumption among the area's two million population. This is attributed primarily to use of radio.

E. J. Higgins, president of the bottling concern, asked WJOB this year to add Chicago Heights, Park Forest, Blue Island and Harvey, Ill., to the Pepsi basketball schedule. With radio as the only new promotional tool, he since has reported a greater sales increase in that area than in any other portion of his market, increasing the number of retail outlets in those towns approximately 50%. Pepsi, in addition, was able to secure the soft drink concessions in these schools for the first time. Most other schools and stadiums in the WJOB coverage area already have exclusive Pepsi concessions. The firm also has installed Pepsi scoreboards in gymnasiums.

WJOB has numerous criteria of its success with the high school sports campaign for Pepsi-Cola. The most persuasive: The sponsor has signed a new contract for a repeat next year.

is CUTEST?



CERTAINLY, you know what you're doing! But who are you to say that this baby, that gal, will rule the raves *straight across the country?* Why not pretest your talent . . . put it on film . . . show it to audiences—of all types, all locales. Then you'll *know* in advance. What's more you enjoy the advantage of easier programming, deeper coverage . . . when you **USE EASTMAN FILM.**

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

Do it IN COLOR . . .
You'll be glad you did!

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
130 East Randolph Drive
Chicago 1, Illinois

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional
Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

WHAT TV NETWORKS ARE AND AREN'T

LOS ANGELES is the home town of one of television's biggest rivals—the movie industry. It also is home for Richard Moore of KTTV (TV), perhaps the most outspoken opponent of network operating practices. President Robert W. Sarnoff of NBC walked into the enemy's camp last Friday, armed with an eloquent statement of the network case. It follows:

THIRTY-ONE years ago, there were no networks. Today, there are three national television and four national radio networks servicing hundreds of radio and television stations. The networks have created electronic freeways of the spectrum, their broadcast signals criss-crossing the nation to hundreds of affiliated outlets, building mass audience circulation so that thousands of independent radio and television stations have found the ready-made audience base on which to grow and prosper.

This network story is truly an American business romance. Someday, it will be chronicled, as it should, by an American Boswell. Right now, unfortunately, the networks lack the time for even social chit-chat with a Boswell. They are too busy defending themselves, indeed justifying their very existence, despite the recognition of their vital role as the foundation and creative spark of American broadcasting.

I know you will take no offense if I point out that some of the more strident attacks on the networks are being mounted in Los Angeles and Hollywood. There are those in your community who say the networks are monopolists, that they corral too much of the broadcast day for their own use, that they hold too tight a rein on their program schedules.* There are others who want coin boxes attached to home television sets. They seek to erect toll booths on broadcasting's electronic freeways, and exact tribute for the programs which advertising now supports. They are the advocates of pay tv, more properly called "pay-or-you-don't-see-tv."

'SHARE-THE-NETWORKS' PLANS

If it were not irreverent, I might suggest that some of the more zealous foes of the networks grew up in Los Angeles a generation too late. As a boy, I recall visiting here when lady evangelists were popping out of the ocean, when painless dentistry blanketed the billboards and when share-the-wealth slogans pointed the way to Utopia. Now the slogan is "share-the-networks," and our critics suggest numerous methods, all guaranteed painless. In the Utopian tradition, they would barbecue their pig by burning down the whole sturdy house of networking.

In facing their proposals, we can assume two positions of rebuttal. We can match them with equal stridency; we can smog up the issues, you might say. Or we can repeat, and keep repeating in the most direct possible language, the story of what networking is and does, and how the network system serves the welfare of the American people. This is the approach I have been trying to follow, although with what success I do not know.

In telling the network story, I like to begin by telling what the networks are *not*. First, and above all, they are *not* monopolies. How can a state of monopoly exist when three television networks are locked in a no-quarter, marathon battle for audience favor, when they compete relentlessly for talent, programs, station affiliations, and sponsors? In television, if you swivel your chair twice, a multi-million dollar account can whiz by you. I can face you without the trace of a blush and say that network broadcasting is the most fiercely competitive business in America today. It is free enterprise in the most pure and generic meaning of the term.

Second, networks are *not* the playthings of a few exhibitionists who select by whim what the American public must see. A show that fails of public acceptance soon fails of sponsorship. Overnight it can change from a profitable operation into a costly liability. Programming commitments are arrived at only after exhaustive research and the most careful study by serious-minded and experienced executives. The networks are now in their spawning season for next fall's new programs. In this effort, NBC, for one, is risking many millions of dollars. If we fail to sell these new programs, or even if we do and they fail the test of public acceptance, we will be in the same position as the automobile manufacturer who builds his rear fin too high. That can be embarrassing.

It is true that we have a few exhibitionists in our business, and they leave a grey-flannel taste in some mouths. So, unfortunately, do the motion picture companies; and a warped picture of Hollywood results. So, too, do the advertising agencies where the label of hucksterism clings. But in each of these related enterprises, the antics of the few do not cast the mold of the business. Their true character is seen in their leaders, men of national stature like Sam Goldwyn and Spyros Skouras in the motion picture field; Sig Larmon, Ben Duffy, Marion Harper and Stanley Resor in advertising; Bill Paley and my father in broadcasting. All of them possess a blending of sound business judgement, creative instinct and a strong sense of public responsibility. They are all guided by a single purpose: to build a sturdy and profitable business and, in doing so, to contribute to the upthrust of the American economy.

Finally, in the area of what a network is not, it is *not* a public utility. It does not charge the public for a service, it is not protected from competition, and it has none of the characteristics of a public utility. The networks do assume heavy responsibilities for public service, because they recognize that their success depends upon how well they satisfy the many diverse interests of the national public. But this assumption of responsibility does not make them public utilities.

The network service reaches the public through hundreds of affiliated stations—almost all independently owned and operated. All these stations are licensed by the government, because use of the limited radio spectrum requires federal administration. But networks are not licensed, nor should they be. They provide a national programming and advertising service drawn from many sources—program packagers, film syndicators, talent, advertising agencies and sponsors. Government regulation of the network service, to be effective, would impel regulation of all these elements contributing to it. This would move the government into large new areas of our free economy.

So this is what networks are *not*. Now, what *are* they?

Networks are the only organizations in broadcasting which offer a comprehensive national program service to stations and the public, day in and day out, regardless of whether or not the programs are sponsored.

TV OUTPUT 12 TIMES HOLLYWOOD'S

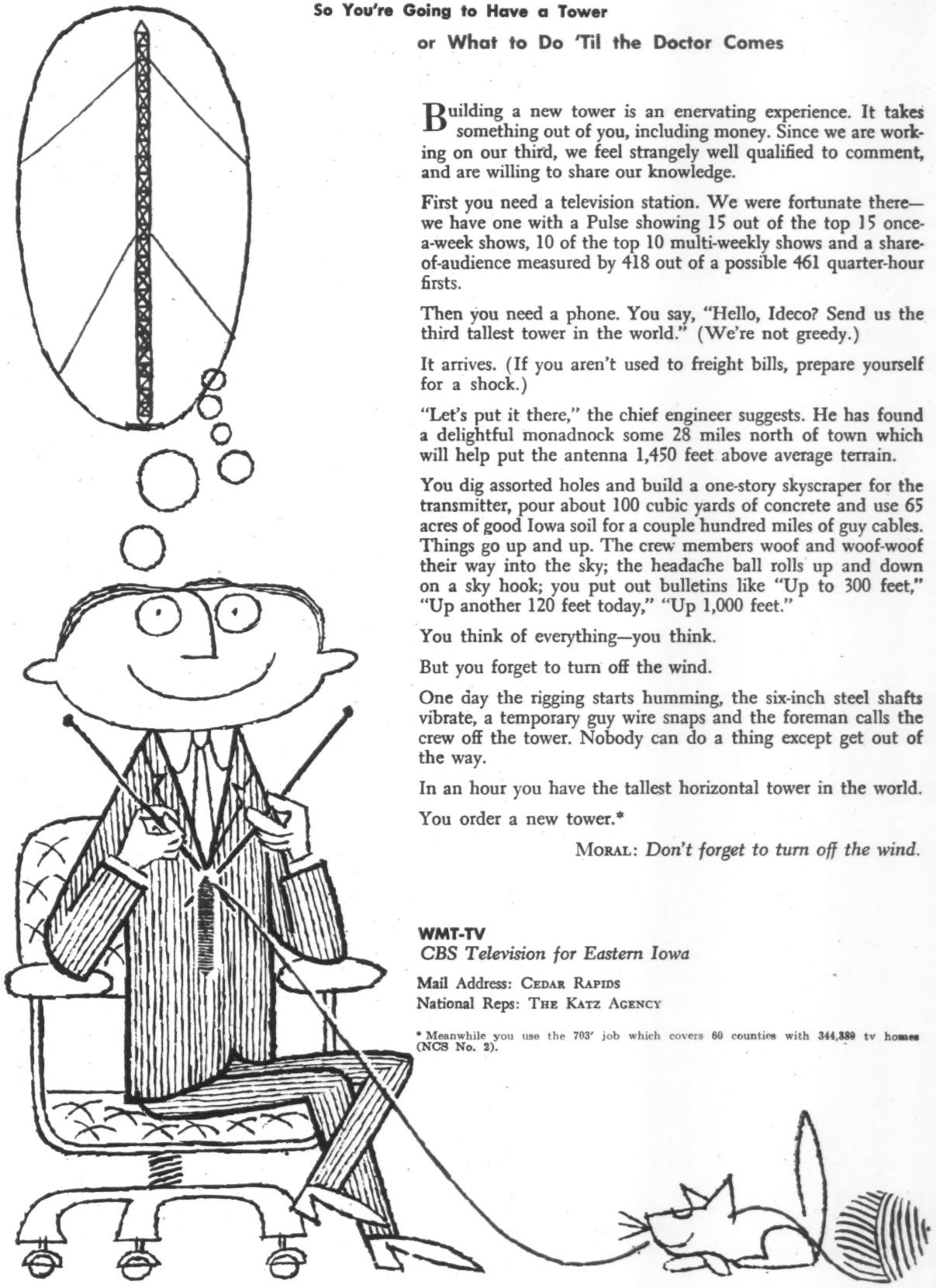
Their programs are as wide-ranging and different as the public tastes to which they respond. The elements of their service fall into four broad categories, with considerable overlap among them.

First, there are primarily entertainment programs, live and film, color and black-and-white, forming the bulk of the network program schedule. They are not just a series of isolated shows, but a program structure, embracing all standard forms of show business, plus new forms created by television itself. This year the three television networks will present 12 times as many hours of entertainment as the entire output of Hollywood feature pictures. Not all of it will be great entertainment, but some of it will, and even the routine shows will entertain millions of Americans. Some critics say much of it is dull stuff, but the people seem to disagree. The American public devoted 15% more time to watching television this season than last year. Television commands more of their time than any other leisure activity.

Second, there is the category of network service in news, special events and public information. We maintain a nationwide and worldwide news organization of hundreds of cameramen, reporters and commentators to cover developments from the scene as they occur. An uprising in Cyprus, the political campaigns, a World Series game, or a presidential address—the networks are there,

A third area of network service is loosely described as "public service" programming, and definitions of what it is are murky. In the full range of network programming, there are shows of vary-

* *Mr. Sarnoff obviously refers to the charges Richard Moore of KTTV (TV) Los Angeles made before the Senate Commerce Committee March 26, 1956* [B•T, *April 2, 1956*].



So You're Going to Have a Tower

or What to Do 'Til the Doctor Comes

Building a new tower is an enervating experience. It takes something out of you, including money. Since we are working on our third, we feel strangely well qualified to comment, and are willing to share our knowledge.

First you need a television station. We were fortunate there—we have one with a Pulse showing 15 out of the top 15 once-a-week shows, 10 of the top 10 multi-weekly shows and a share-of-audience measured by 418 out of a possible 461 quarter-hour firsts.

Then you need a phone. You say, "Hello, Ideco? Send us the third tallest tower in the world." (We're not greedy.)

It arrives. (If you aren't used to freight bills, prepare yourself for a shock.)

"Let's put it there," the chief engineer suggests. He has found a delightful monadnock some 28 miles north of town which will help put the antenna 1,450 feet above average terrain.

You dig assorted holes and build a one-story skyscraper for the transmitter, pour about 100 cubic yards of concrete and use 65 acres of good Iowa soil for a couple hundred miles of guy cables. Things go up and up. The crew members woof and woof-woof their way into the sky; the headache ball rolls up and down on a sky hook; you put out bulletins like "Up to 300 feet," "Up another 120 feet today," "Up 1,000 feet."

You think of everything—you think.

But you forget to turn off the wind.

One day the rigging starts humming, the six-inch steel shafts vibrate, a temporary guy wire snaps and the foreman calls the crew off the tower. Nobody can do a thing except get out of the way.

In an hour you have the tallest horizontal tower in the world.

You order a new tower.*

MORAL: *Don't forget to turn off the wind.*

WMT-TV
CBS Television for Eastern Iowa

Mail Address: CEDAR RAPIDS
National Reps: THE KATZ AGENCY

* Meanwhile you use the 703′ job which covers 60 counties with 344,389 tv homes (NCS No. 2).

ing cultural and intellectual degree, and people who talk about "public service" shows generally mean those of the highest degree—particularly when unsponsored. But I personally think a broadcast of the Old Vic Theatre's "Romeo and Juliet" is no less a public service function because it is sponsored. Nor, in my opinion, does advertising support make *Meet the Press* or *See It Now* of less public value. Throughout the year, the network schedules are studded with such programs, both sponsored and unsponsored. Some examples are *Wide Wide World, Omnibus,* and the *NBC Opera Theatre.*

The fourth category is the least publicized and, for that reason, perhaps, the least appreciated. It embraces the area of direct assistance to the government and to scores of worthy causes that rely on public support. Last year, the three networks gave millions of dollars of air time to support Army recruitment, Civil Defense, "Get Out and Vote," and Hungarian relief. Appeals for the Heart Fund, for CARE, for cancer funds, for the Red Cross, dotted the networks. If you bought at going prices the 3,000 announcements NBC Radio and NBC-TV donated last year to these causes, you would be out of pocket $9 million—and the other networks did as well. Every station gives staunch support on the local level, but networking is the only means of placing this important type of information simultaneously before the nation.

A SARNOFF SAMPLER

"Networks have created electronic freeways of the spectrum . . . others seek to erect toll booths on [these] freeways."

"In television, if you swivel your chair twice, a multi-million dollar account can whiz by you."

"There are a few exhibitionists in our [tv] business, and they leave a grey-flannel taste in some mouths."

"The networks have been investigated from Dan to Beersheba, and still the investigations and studies continue."

"Our critics . . . would barbecue their pig by burning down the whole sturdy house of networking."

"If we fail to sell these new programs . . . we will be in the same position as the automobile manufacturer who builds his rear fin too high. That can be embarrassing."

If this seems boastful, there is reason for it. Like the next fellow, the networks enjoy doing good things and then talking about them. More important, if they don't talk about them publicly, even boast a little, there is the possibility they won't be able to continue doing them—because the attacks on the networks are centered on the two things that make possible this well-rounded schedule of national service. They are, first the networks' responsibility for determining their own program schedules; and, second, the networks' method of clearing broadcast time for these programs over affiliated stations.

Each advertiser, outside producer or film supplier is interested primarily in his own program, not in an overall program structure. That is why networks must be free to produce and to select programs for their own schedules. If they were prohibited from doing so, they would be unable to program for the varied tastes of 165 million highly selective Americans. The concept of a balanced service and networks, as we know them, would cease to exist.

Our clearance arrangement with stations—known as "option time"—is the very thing which enables simultaneous national broadcast of the network programs. Through it, a network can give advertisers assurance of national circulation for the programs they sponsor. Through it, our affiliated stations can rely on a regular schedule of network programs to increase their total audience.

Yet these two keystones of the network operation are the two under heaviest attack by interests who regard them as obstacles to their own ambitions. Their proposals, if adopted, would not only disrupt the network service, but would deprive networks of the resources which support non-revenue producing services, and which permit them to plunge into uncharted program areas, to innovate and improvise, and keep the medium fresh.

The Washington interview and commentary programs, most of them unsponsored, would be likely casualties. The costly *NBC Opera Theatre* might not be supportable. Ambitious projects now on the drawing boards would gather dust there. The world wide news organizations would become a financial burden perhaps too heavy to shoulder. And noncommercial projects such as NBC's programs for the nation's educational television stations, which started this month, would become an unheard-of luxury.

We are now hip-deep in color television. In 1955 we completed in Burbank the world's first studio constructed expressly for colorcasts. Last year and this, NBC will spend about $20 million on the advancement of the color art. As businessmen, you will appreciate that this type of commitment can be made only when the meat-and-potatoes end of the business is producing well. But that, of course, is the secret of all technological progress, and broadcasting is by no means unique.

Those organizations which attack the network structure do not propose to substitute a balanced service of their own, including news and information, special events, cultural programs or special government and charitable presentations. They are interested only in the profits from one category of service—the entertainment programs. To the degree they succeed in impairing the network structure—to that same degree, a great deal of unique public value will disappear from national television.

This is a bleak picture I draw—and while I believe it to be realistic, it is only part of the total picture. The fact is that people other than those with financial interests are concerned about it. Television has some strange qualities, and it is in the nature of men to be suspicious or fearsome of that which is strange. We have seen tv alchemy at work in recent weeks. A young college instructor answers quiz questions and overnight becomes a national hero. Hundreds of women propose to him, the movies make him offers, *Time* magazine puts him on the cover. Before him there was a Marine sergeant on another quiz show; before that, an elfin lady in "Peter Pan." When the camera focused on them, activity in our country came almost to a standstill, and they became the intimates of millions. This is television's unique power; in its high moments, it can capture the country's collective imagination as nothing before or since has ever done.

This power causes concern, both in government and out. A tv camera in a legislative hearing can influence the political future of a national figure, as it has done. It can also give a political leader exposure that years of barnstorming would not rival.

CONFIDENT OF THE VERDICT

It is a natural tendency in the face of something new and powerful, I believe, to seek ways to harness it, to make sure that its power does not in the classic sense corrupt or harm. There is great government interest in network television today. During the past year studies have been conducted by three different congressional committees, by the FCC and by the Dept. of Justice. The networks have been investigated from Dan to Beersheba, and still the investigations and studies continue. It is my earnest hope that they will not be sidetracked by the claims of self-interested groups, but that they will test these claims by the one basic issue: will the public interest be advanced if network service is curtailed or crippled? The question must be weighed in terms of today's service compared with the program service that would be left if the network structure were dismantled. I am confident of the verdict when all the facts are in.

As long as we are permitted to do so, NBC will maintain a balanced program diet. We will hold to our belief in live color shows as the best hope for television's future. We will continue to draw from all creative sources, including your great film industry. And we will marshal our resources behind new and exciting program innovations—particularly in preparation for the promising age of live international television ahead.

I am optimistic, despite the problems of the moment. Los Angeles had its problems acquiring its freeways. The networks have their problems in preserving the national freeways for broadcasting which were created to serve the public. As long as they both accomplish their intended missions, yours in opening a city to greater commerce and residential expansion, ours in opening our country to instantaneous national communications, I think they were, and are, worth fighting for—even if it takes 24 minutes of your valuable time for me to explain why.

TO DISTINGUISH BETWEEN

DEMAND INFLATION

AND

WAGE INFLATION

is to distinguish between a natural law and a man-made condition.

Prices go higher in a time of shortage when demand exceeds supply . . . *demand* inflation.

Prices go higher when people are paid more without producing more . . . *wage* inflation.

In either case somebody gets hurt: the buyer in the first case; the people who don't get a raise, in the second.

The antidote to *demand* inflation is increased production, to end shortages.

The antidote to *wage* inflation is increased productivity, to justify higher wages.

REPUBLIC STEEL

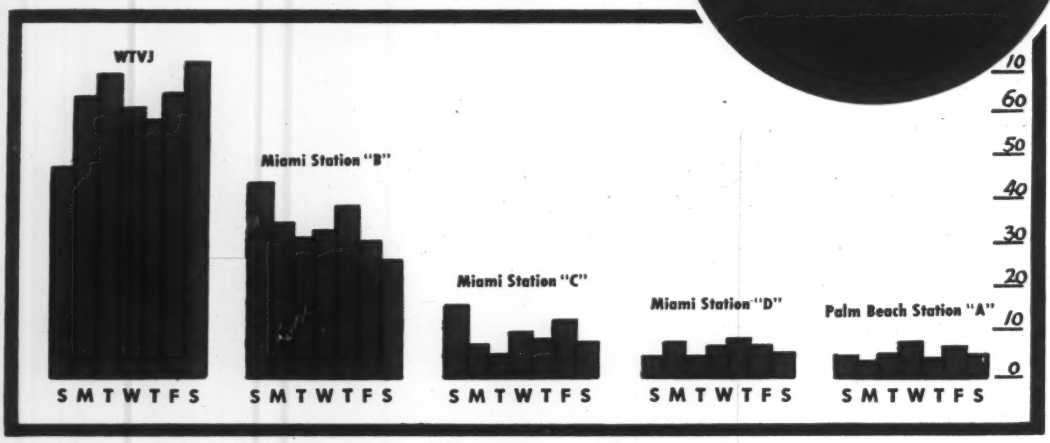
General Offices • Cleveland 1, Ohio

They All Read Us

SOUTHEAST FLORIDA

IN MIAMI

418 ¼ Hour Rating "Firsts"
of a total of 505



Station Share of Audience 6 PM to Midnite

THE JANUARY ARB SOUTHEAST FLORIDA SURVEY CLEARLY DEMONSTRATES WTVJ's DOMINANCE OF THE ENTIRE SOUTH FLORIDA AUDIENCE

CBS TELEVISION NETWORK

Basic Affiliate

WTVJ is the only Television Station Serving (and Selling) The Entire South Florida Market

WTVJ • MIAMI

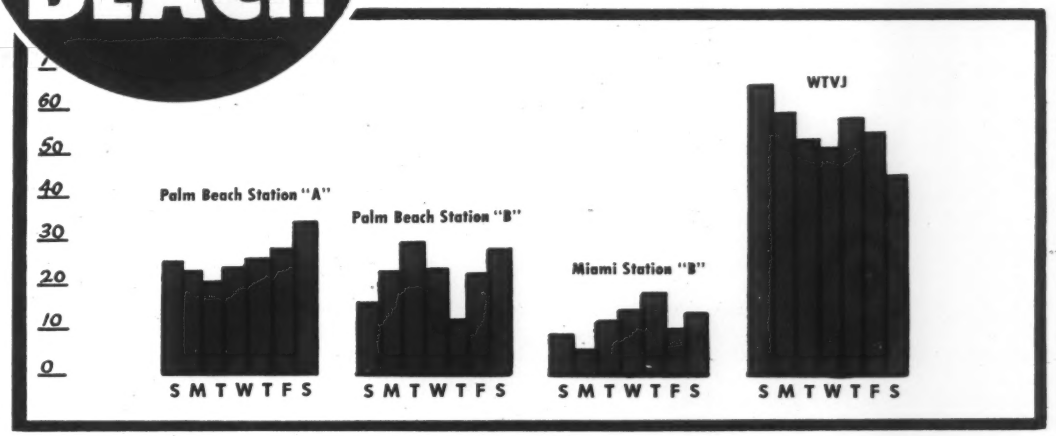
IN ALL CASES THE PROGRAMS OUTRATE THE SHOWS BY 3, 4

s Loud And Clear!

IN PALM BEACH

60 MILES NORTH

404 ¼ Hour Rating "Firsts" of a total of 503



Station Share of Audience 6 PM to Midnite

THE WEST PALM BEACH ARB REPORT (JANUARY 1957) SHOWS THAT VIEWERS THERE SELECT WTVJ AS THEIR NO. 1 PREFERENCE BY AN OVERWHELMING MAJORITY

Obtain the complete story of WTVJ's selling prowess from your PGW Colonel

Florida's FIRST Television Station

WTVJ Channel 4 MIAMI

WTVJ LOCAL NEWS THE COMPETITIVE NEWS AND 5 TO 1

IS THERE A FUTURE IN TIMEBUYING? YES, SAYS THIS AGENCY PRESIDENT

Agency timebuyers, like all other professionals, must face up to the question of whether their line of work is the right one. Those who might have doubts on that score were given advice last week by a person well-qualified to give it: President Bill Steers of DCS&S. His remarks, reproduced below, were delivered to the Radio-Television Executives Society.

William E. Steers, President
Doherty, Clifford, Steers & Shenfield

THE TWO questions posed in your program were:

1. Should you remain in media work? and 2. Do the opportunities outweight the limitations?

I'm sure the opportunities outweigh the limitations.

Whether you should remain in media work can only be answered by the individual himself.

Let's take the opportunities. I think the greatest opportunity media offers is the opportunity for knowledge—knowledge of the whole advertising function. And if it were physically and mentally possible to take advantage of all the opportunities for knowledge we would be in great demand.

The advertising function has three basic parts. It starts with *research* and is followed by two creative areas; namely *copy* that influences the market as defined by research, and *media* which reaches the market as defined by research.

Both of these basic functions—copy and media—go along together. Therefore, media work, or should we define it as the media function, is not only a vital part of the advertising function but has the opportunity to influence both research and copy.

In my opinion the media function might be termed the engineering function of advertising. How important a part it plays is in direct relation to how important you are able to make it with the knowledge you have acquired.

To put it another way, there are three broad areas of contribution that can be made to advertising—media, copy, and research. Therefore, the successful advertising man, and I'm assuming he's smart, can only make a contribution in one or a combination of these areas of knowledge. An individual who is not making an important contribution in one or more of these areas is not a very good advertising man.

Now if you will agree with me for the moment that it's knowledge that one must have to make a contribution, I think I can prove to you that media offers a better opportunity for a deeper knowledge of the overall advertising function than any other phase of the advertising business.

A deep knowledge of media means a deep knowledge of people—their likes, their dislikes and their motivations. A deep knowledge of media should make an individual a good judge of copy—not a copywriter but a contributor to copy strategy and he must know and understand copy to buy media well. A deep knowledge of media should make an individual well qualified to contribute to research design, not a technical research man but a man well qualified to help determine the direction of research.

In my opinion, a media man has a greater variety of contacts for knowledge than anyone else in the agency. These contacts with smart and able people can further add to an individual's knowledge of the business.

Furthermore, media work takes its people, or should take them, into the activities of their clients' competitors. The knowledge and understanding of what your competitors are doing—is a source for determining their philosophy of advertising as well as a means of determining their whole marketing strategy. Anyone who holds this knowledge is valuable to his agency and clients.

Chance for Knowledge

Certainly, I think we can conclude that no type of work offers the opportunity for more knowledge of marketing than does media.

Certainly, the opportunities outweigh any limitations that there may be. I must agree there are limitations but I don't think they are any greater than they are in any other phase of the advertising business.

What are the limitations?

Possibly the importance—or rather lack of importance placed on the media function by the remainder of the advertising fraternity.

They really believe its important but in many cases they have usurped the function. They believe they are media experts. We can only correct this by knowing more than they do. Most successful advertisers insist on media specialists and we know that agencies as a whole have a larger proportion of salary overhead in media than they ever did. The media contribution by specialists is increasing.

Another possible limitation in media work one might say is that progress seems slow. I'd admit that—but it's true of any craft—and media work is a skill that only knowledge and understanding can develop. Research and copy are the same.

Another limitation one might feel is that the salaries are low. I think this also is true of any craft where skills must be developed. Furthermore, I don't believe that if there were a limitation here that it's as bad in relation to other agency operations as it used to be.

The other questions raised were "Should you remain in media?" and "Should you make it a career?." These are obviously questions only the individual can answer.

However, I think you might find the answer in three criteria or factors that can be applied to any job in any sphere of activity. I refer to three basic factors which I call: 1. Chemistry; 2. Opportunities for advancement; 3. The remuneration.

Under chemistry, I refer to the natural aptitude of the individual for media work—does he or she like it—do they find it stimulating and rewarding. Under chemistry I refer also to the respect the individual has for the people he works with and works for. I also refer to the respect that the individual's associates and his superiors have for the individual's contribution to the media function.

In other words, is the atmosphere pleasant, stimulating, and rewarding?

The second factor I call the opportunities for advancement. Are there opportunities for further knowledge and growth within the media function of the company you work for? Also, are there opportunities for overall growth of the company?

The media function and the people that contribute to the media function are every day growing more important. As I said before, most successful advertisers place great emphasis on media knowledge and the contribution of the media function. Furthermore I know of no success that came about without good media selection, whether it was by luck or by skill.

The third factor of job evaluation, or it might be termed career planning, is the remuneration for that particular job. I don't suggest anyone work for nothing no matter how good the chemistry or the opportunities. On the other hand, no amount of money can offset a complete lack of good chemistry and no opportunities for growth.

The advertising business offers many opportunities but media offers the opportunity of developing a craft skill that is readily marketable and in my opinion increasingly so, and a craft skill that is essential to every advertising operation.

People, like products, develop images. And if that image is a craft skill like media, an individual develops a greater marketing value than one without any image. With his intimate knowledge of the advertising function and a specialty of media, he can make an excellent account man, an excellent account supervisor, and with a little bit of luck, he might be president.

Media possibly more than copy and research offers a great opportunity to excel. Competition is keen but not as rough as in research and copy where you find experts outside as well as in an agency.

And if an individual excels in any single phase of the advertising function—the industry will listen attentively to his contributions and thoughts in other phases of advertising.

PLAYBACK

QUOTES WORTH REPEATING

IN RE COMMERCIALS

Ben Strouse, president-general manager of WWDC-AM-FM Washington, D. C., addressing the Boston Broadcast Executives Club March 21.

MY MAIN POINT is that, in general, radio commercials are improving. Many are entertaining and many are informative and I honestly believe that most people are interested in informative advertising.

I believe that some women buy newspapers to read department store advertising. I, myself, read the ads more carefully than the articles in *Fortune* magazine, and when I look at the *New Yorker*, I rarely read the stories but I pay an awful lot of attention to the cartoons and the ads.

So why shouldn't that apply to radio? Could that explain why sometimes heavily commercial shows have higher ratings than sustaining programs? Is there anything on your station more pleasant to listen to than Julie London singing the Marlboro song? Anything more entertaining than the Fels Naptha "Society for the Prevention of Cruelty to the Clothes You Love" jingle? Any better music on the air than some of last year's Ford commercials? And aren't the wonderful commercials of the Pear Bureau, the Maine Sardine people, the lamb or pork producers of extreme interest to the housewife? And aren't the local commercials for supermarkets, drug chains, department and specialty stores newsworthy?

Has anybody got the courage to try 15 minutes of straight, uninterrupted but well-selected one minute spots the same hour every day for a number of weeks? Would the audience increase or decrease? I don't know. You don't know. The FCC doesn't know and the agencies and advertisers don't know. Sure, you would antagonize the critics—the holier-than-thou, self-appointed monitors of public taste—but a station's audience might increase.

I've been in this business since 1942. And the only thing I have learned is that I don't know the answers.

BLESSING IN DISGUISE

Walt Disney, accepting the Milestone Award of the Screen Producer's Guild Feb. 17:

CONSIDER a selling medium that I believe is now socially acceptable around here—television. Television came to us as what is loosely known as a blessing in disguise. First off, we went into shock, or the "let's get a stick and chase it under the porch" phase. Then came the beat-down or "if we can't lick 'em, let's join 'em" era. Now at last, I think we're coming into a period where both the picture and television industries can view each other with relative calm and find some methods of common benefit.

If 1956 was a crucial year for the film industry, it was also a year of crisis for the television industry. During this time, television admittedly turned to Hollywood, not only for old movies, but for more production techniques, creative talent and a good hard look at something we laughingly call "costs." Having done this for them, I think we should be equally gracious and see what we can swipe from them in return. Because, like it or not, I think there's much I've learned from television.

First, instead of talking about it, television has given immediate opportunity to young directors, writers and players. They believe in new ideas. They take chances, and if they fall on their faces they fall forward, not back on their fannys. Television has opened doors to a new wealth of story and entertainment material.

In the picture business, it was as much as your professional life was worth to experiment with odd lengths and off-beat forms of entertainment. Television is a great laboratory in which we can probe the receptivity of theatre audiences to education, science, fine arts, philosophy, religion, social problems—and through this, fix realistic new horizons for the picture industry of the future.

The television screen is, after all, only an extension of the motion picture screen, and its audience is a direct likeness of our potential market. Television has done many jobs for us we have not been able to do ourselves. From the sheer bulk of material pushed through the television tube daily, it has dulled the sense of people to ordinary entertainment values—and, under this pressure, it is forging a new selective audience, with a special capacity for quality entertainment.

IS TV JOURNALISM?

Anne W. Langman, writing in the March 16 issue of The Nation:

TELEVISION'S attempt to make daily journalism one of its functions has not succeeded. Dissatisfied viewers, querulous tv critics, reluctant newscasters all attest that news has somehow missed the channel boat. A close look shows that the failure has deep causes: the pattern of the medium—which applies with fair comfort to drama, panel shows, quiz shows, and can even be stretched to accommodate documentaries, news-in-depth studies, music and opera—does not fit the cloth of journalism.

The pattern requires that what appears on the home screen must entertain the viewer and that it must observe the first rule of good hucksterism—offend nobody. Journalism, on the other hand, sells news and opinion for a profit; a newspaper is held to account for the accuracy of the news and the responsibility of the opinion that it disseminates. It could hardly survive with a conception of news as being either consistently amusing or consistently neutral.

It is high time that tv news grew up. It should stop trying to be entertainment and start trying to be valid journalism. And what it needs to be objective and effective journalism is a frank admission that opinion is opinion. If tv hired commentators for the vigor and variety of their viewpoints, urged them to present and interpret the news according to their best convictions, allowed them to use film to back up and make vivid their impressions and did not restrict them to their present function as caption writers for news footage, it would very soon attract men of stature to add to the very few operating today.

PERPLEXED POET

John E. Fitzgerald, writing in our Sunday Visitor, *Catholic newspaper, Feb. 24, and quoted by Bishop Fulton Sheen on his ABC-TV program:*

"CONVERSATION WITH A TELEVISION SET"

Q. Lovely image on my screen
What's become of Bishop Sheen?
Has he goofed or gone astray?
Have they taken him away?
I miss his robes, his kindly face
His brilliant words, his style and grace
His warmest blessing at the end
Oh, have we lost our learned friend?

A. No, dear viewer, the screen did sound,
Bishop Sheen is still around
Still as good as he used to be
Each Monday eve on ABC
But lost amid the screams and hollers
Of a hundred thousand dollars
Is your church's brilliant son
Sacrificed to *Twenty One?*

Q. Must wisdom and the spoken word
Always run a tired third?
Must there be the battle juicy
'Tween Bishop Sheen and *I Love Lucy?*

A. You face your problem and you meet it
You cannot have your cake and eat it
The screen replied with language hoary
What's the Bishop's category?

Q. Must I love my Lucy less?
Can't I tune to CBS?
Can't I channel my tv
To *Twenty One* on NBC?
Why must matters miscellaneous
Be always scheduled simultaneous?

A. What matters you know how to live?
Oh how to pray or how to give?
Or how to love or how life's going?
What matters this? The money's flowing!
It matters little how to act
Just pluck from air the flying fact
We pay for the "What"
Who cares for the "Why"?
What matters the angels
Just measure the sky
Sorry, Bishop, I cannot stay
They're going to give Ft. Knox away!

THE TOP 200 ADVERTISERS IN SPOT TV

TvB tabulations show Procter & Gamble first with $17,522,500 in '56

PROCTER & GAMBLE, by now acknowledged champion in television billings, claimed that title again in 1956 with a total of $60,971,527 in national buying, network and spot. This becomes known today (Monday) with publication by Television Bureau of Advertising of its tabulations of spot buying by the top 200 clients.

Figures previously available from Publishers Information Bureau [B•T, March 11] on network billings showed P&G with a total of $43,449,027. The new TvB figures add $17,522,500 in spot to that amount.

TvB credits spot tv with $397,498,000 in 1956 billings.

The complete TvB top 200 list appears on this and the facing page. Additionally, B•T has listed the network spending by each client in TvB's tabulation, and has computed the total national billings. Companies are ranked in order of their spot buying, however, not on the basis of total national spending.

On following pages appear other tables

		Spot	Network	Total
1	PROCTER & GAMBLE	$17,522,500	$43,449,027	$60,971,527
2	BROWN & WILLIAMSON	11,288,600	3,987,901	15,276,501
3	GENERAL FOODS	9,415,900	15,688,789	25,104,689
4	STERLING DRUG	8,823,300	2,638,741	11,462,041
5	PHILIP MORRIS	7,369,400	680,803	8,050,203
6	COLGATE-PALMOLIVE	7,314,700	19,880,282	27,194,982
7	WARNER-LAMBERT	5,820,400	1,565,352	7,385,752
8	CONTINENTAL BAKING	5,732,500	847,243	6,579,743
9	NATIONAL BISCUIT	5,536,500	1,810,052	7,346,552
10	MILES LABS	5,354,700	4,485,467	9,840,167
11	KELLOGG	4,810,500	6,101,919	10,912,419
12	CARTER PROD.	4,535,200	802,153	5,337,353
13	LEVER BROS.	4,535,000	11,322,643	15,857,643
14	ROBERT HALL	4,450,500	none	4,450,500
15	LIGGETT & MYERS	4,400,900	7,786,114	12,187,014
16	BULOVA WATCH	4,298,700	1,472,384	5,771,084
17	AT&T	3,801,000	2,285,036	6,086,036
18	COCA-COLA	3,697,500	3,631,999	7,329,499
19	GENERAL MOTORS	3,486,800	19,086,646	22,573,446
20	FORD	3,332,600	10,316,421	13,649,021
21	MAX FACTOR	3,181,700	421,247	3,602,947
22	CORN PROD. REFINING	2,849,400	1,855,366	4,704,766
23	HELAINE SEAGER	2,781,000	none	2,781,000
24	CHARLES ANTELL	2,774,200	none	2,774,200
25	NESTLE	2,374,900	2,892,319	5,267,219
26	HAROLD F. RITCHIE	2,341,700	155,593	2,497,293
27	ESSO	2,192,000	none	2,192,000
28	P. LORILLARD	2,148,600	5,324,843	7,473,443
29	SHELL OIL	2,000,200	none	2,000,200
30	PEPSI-COLA	1,993,000	none	1,993,000
31	FLA. CITRUS COMM.	1,972,500	63,972	2,036,472
32	AMER. HOME PROD.	1,965,900	15,758,019	17,723,919
33	PABST BREWING	1,962,600	1,461,195	3,423,795
34	R. J. REYNOLDS	1,952,800	11,424,421	13,377,221
35	MINUTE MAID	1,939,000	375,023	2,314,023
36	BLOCK DRUG	1,937,800	396,126	2,333,926
37	CHRYSLER	1,914,200	18,198,264	20,112,464
38	P. BALLANTINE	1,852,300	91,971	1,944,271
39	REVLON	1,817,900	5,032,528	6,850,428
40	NORTHERN PAPER	1,798,700	none	1,798,700
41	GILLETTE	1,782,900	15,257,871	17,040,771
42	GROVE LABS	1,696,100	655,077	2,351,177
43	FOLGER COFFEE	1,627,100	none	1,627,100
44	NEHI	1,614,200	none	1,614,200
45	PETER PAUL	1,546,800	none	1,546,800
46	ANHEUSER-BUSCH	1,534,700	566,994	2,101,694
47	STANDARD BRANDS	1,512,800	2,899,611	4,412,411
48	WESSON-SNOWDRIFT	1,498,000	1,266,658	2,764,658
49	PIEL BROS.	1,485,300	none	1,485,300
50	BORDEN	1,483,500	3,722,931	5,206,431
51	AMERICAN CHICLE	$ 1,480,400	$ 2,016,461	$ 3,496,861
52	CHESEBROUGH-PONDS	1,425,400	1,718,344	3,143,744
53	RCA	1,407,100	3,353,358	4,760,458
54	CARLING	1,348,900	none	1,348,900
55	FOOD MFRS.	1,344,600	none	1,344,600
56	H. J. HEINZ	1,334,300	1,673,820	3,008,120
57	INTL. LATEX	1,323,000	none	1,323,000
58	BETTER LIVING ENT.	1,312,400	none	1,312,400
59	HAMM BREWING	1,309,100	369,960	1,679,060
60	AVON	1,307,700	none	1,307,700
61	BENRUS	1,291,100	none	1,291,100
62	STANDARD OIL (IND.)	1,247,200	845,138	2,092,338
63	NATL. DAIRY	1,246,500	5,628,107	6,874,607
64	SOCONY MOBIL	1,228,700	none	1,228,700
65	FALSTAFF BREWING	1,224,400	842,460	2,066,860
66	ASSOC. PROD.	1,223,000	591,403	1,814,403
67	BEECH-NUT LIFE SAVERS	1,219,600	354,338	1,573,938
68	AMERICAN TOBACCO	1,206,300	9,387,768	10,594,068
69	SEVEN-UP	1,201,500	317,479	1,518,979
70	CAMPBELL SOUP	1,196,300	4,415,970	5,612,270
71	CARNATION	1,154,300	2,509,406	3,663,706
72	RALSTON-PURINA	1,143,800	2,029,343	3,173,143
73	SIMMONS	1,140,000	none	1,140,000
74	GALLO WINERY	1,130,800	none	1,130,800
75	PHARMACEUTICALS INC.	1,108,600	6,272,787	7,381,387
76	PACIFIC COAST BORAX	1,097,900	none	1,097,900
77	SWIFT	1,091,900	4,091,533	5,183,433
78	HILLS BROS. COFFEE	1,077,400	none	1,077,400
79	TOP VALUE ENT.	1,041,500	none	1,041,500
80	GENERAL ELECTRIC	1,039,800	8,106,204	9,146,004
81	SALADA TEA	1,006,600	none	1,006,600
82	WM. WRIGLEY	999,100	413,730	1,412,830
83	KIMBERLY-CLARK	996,700	1,273,706	2,270,406
84	LIPTON	993,500	1,342,572	2,336,072
85	SAFEWAY STORES	978,400	none	978,400
86	TEA COUNCIL	965,700	none	965,700
87	E. I. DUPONT	942,200	1,404,990	2,347,190
88	STOKELY-VAN CAMP	916,300	none	916,300
89	BEST FOODS	914,600	2,419,882	3,334,482
90	A&P	902,800	none	902,800
91	WILDROOT	893,300	1,378,311	2,271,611
92	GLAMORENE	892,000	176,000	1,068,000
93	ARMOUR	877,400	3,085,325	3,962,725
94	BRISTOL-MYERS	864,000	9,132,455	9,996,455
95	M.J.B.	848,600	none	848,600
96	WARD BAKING	848,200	none	848,200
97	TAFON DISTRIB.	822,000	none	822,000
98	SUNSHINE BISCUIT	810,100	none	810,100
99	ADELL CHEMICAL	807,600	none	807,600
100	AMERICAN BAKERIES	797,300	2,375	799,675

of value to anyone concerned with the buying and selling of television time. A by-brand breakdown of the total spot expenditure for the top 25 spot advertisers, from Procter & Gamble's $17,522,450 to Nestle's $2,374,920, appears on pages 138 and 140. On this page is a list of the top spot clients for the 10 agencies which TvB ranks as the biggest in spot billings.

Pages 140 and 141 carry a TvB breakdown of national spot tv spending by product classifications, with expenditure of the largest single brand shown for each.

TvB's spot tabulations were prepared from data compiled by N. C. Rorabaugh Co.

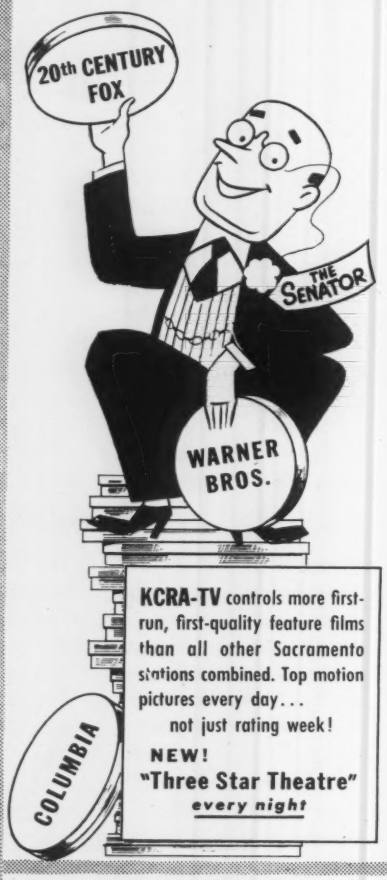
TOP BRANDS AT THE TOP AGENCIES

1. TED BATES		6. DANCER-FITZGERALD-SAMPLE	
Viceroy	$5,373,290	Bayer Aspirin	$3,012,640
2. MCCANN-ERICKSON		7. BBDO	
Bulova	$4,298,650	Lever's Wisk	$1,874,410
3. YOUNG & RUBICAM		8. J. WALTER THOMPSON	
Piel Beer	$1,485,300	Ford	$2,981,590
4. LEO BURNETT		9. COMPTON ADV.	
Kellogg	$4,810,530	P&G's Dash	$1,693,880
5. BENTON & BOWLES		10. WILLIAM ESTY	
Maxwell House	$5,461,900	Colgate's Brisk	$1,412,400

[EDITOR'S NOTE: Agencies were ranked by TvB without specifying total spot billings for each.]

	Spot	Network	Total
101 SEALY MATTRESS	$ 795,700	$ 73,756	$ 869,456
102 RATH PACKING	790,600	none	790,600
103 PLOUGH INC.	778,400	none	778,400
104 REPUBLICAN PARTY	774,100	1,480,925	2,255,025
105 DORMIN	762,700	none	762,700
106 WM. B. REILY	758,700	5,707	764,407
107 PROCTOR ELECTRIC	755,400	none	755,400
108 READERS DIGEST	745,000	13,773	758,773
109 RAYCO	721,500	none	721,500
110 SARDEAU INC.	717,800	none	717,800
111 DR. PEPPER	716,800	none	716,800
112 CREAM OF WHEAT	707,800	none	707,800
113 LANGENDORF BAKERIES	700,700	none	700,700
114 DUNCAN COFFEE	700,200	none	700,200
115 NATIONAL BREWING	692,200	13,836	706,036
116 PILLSBURY	692,200	4,897,602	5,589,802
117 VICK CHEMICAL	691,500	828,982	1,520,482
118 B. T. BABBITT	688,100	394,611	1,082,711
119 LUCKY LAGER BREWING	680,600	none	680,600
120 KROGER	678,200	none	678,200
121 CLOROX CHEMICAL	675,700	none	675,700
122 SINCLAIR REFINING	675,500	none	675,500
123 GENERAL MILLS	669,000	9,891,113	10,560,113
124 PAXTON & GALLAGHER	665,800	none	665,800
125 SAN FRAN. BREWING	663,100	none	663,100
126 LIEBMANN BREWERIES	660,400	none	660,400
127 LEWIS FOOD	657,100	none	657,100
128 STUDEBAKER-PACKARD	653,200	1,322,888	1,976,088
129 SCHAEFER BREWING	648,000	none	648,000
130 GREYHOUND	639,500	none	639,500
131 SCHLITZ	638,400	2,544,207	3,182,607
132 PHILLIPS PETROLEUM	638,400	none	638,400
133 BUITONI PROD.	622,500	none	622,500
134 QUAKER OATS	619,200	2,908,511	3,527,711
135 DREWRYS	607,000	none	607,000
136 MENNEN	595,500	2,655,631	3,251,131
137 WIEDEMANN BREWING	594,100	none	594,100
138 HEILEMAN BREWING	585,400	none	585,400
139 GENERAL CIGAR	584,300	1,282,284	1,866,584
140 W. F. MCLAUGHLIN	580,900	none	580,900
141 DUFFY-MOTT	572,200	none	572,200
142 OSCAR MAYER	567,400	none	567,400
143 JACKSON BREWING	566,700	none	566,700
144 BLUE PLATE FOODS	566,300	none	566,300
145 GROCERY STORE PRODS.	564,600	none	564,600
146 EMERSON DRUG	562,700	700,308	1,263,008
147 MARS	555,700	611,658	1,167,358
148 RICHFIELD OIL	543,000	none	543,000
149 STANDARD OIL (OHIO)	537,500	none	537,500
150 SIMONIZ	537,200	1,324,464	1,861,664
151 GOLD SEAL	$ 535,500	$ 854,807	$ 1,390,307
152 CBS INC.	528,600	1,137,820	1,666,420
153 GENERAL BAKING	526,500	none	526,500
154 U. S. TOBACCO	524,400	none	524,400
155 WELCH GRAPE JUICE	523,300	759,858	1,283,158
156 PRESTO INDUSTRIES	522,500	none	522,500
157 B. C. REMEDY	514,500	234,893	749,393
158 DUQUESNE BREWING	512,800	15,975	528,775
159 FOREMOST DAIRIES	510,500	none	510,500
160 WALGREEN	508,600	none	508,600
161 CONTINENTAL OIL	507,900	none	507,900
162 MONARCH WINE	505,900	none	505,900
163 ARMSTRONG RUBBER	504,100	98,712	602,812
164 HOUSEHOLD FINANCE	503,500	none	503,500
165 PETRI WINE	497,300	none	497,300
166 DRACKETT	493,900	34,150	528,050
167 RUPPERT BREWERY	489,400	none	489,400
168 AVOSET	478,300	none	478,300
169 STANDARD OIL (CALIF.)	474,400	none	474,400
170 ASSOC. HOSPITAL SERV.	473,000	none	473,000
171 GUNTHER RBEWING	464,600	none	464,600
172 BANK OF AMERICA	462,100	none	462,100
173 REV. ORAL ROBERTS	460,800	none	460,800
174 COTY	458,600	none	458,600
175 V. LAROSA & SONS	455,700	none	455,700
176 DEMOCRATIC PARTY	453,300	1,167,175	1,620,475
177 G. H. P. CIGAR	435,800	none	435,800
178 LONE STAR BREWING	432,400	none	432,400
179 INTERNATIONAL SALT	430,900	none	430,900
180 QUALITY BAKERS	424,300	none	424,300
181 FRITO	424,200	79,854	504,054
182 HOLSUM BAKERIES	422,500	none	422,500
183 HUDSON PULP & PAPER	419,500	none	419,500
184 REGAL PALE BREWING	412,600	none	412,600
185 LIBBY, MCNEIL & LIBBY	412,400	none	412,400
186 MONTGOMERY WARD	410,100	none	410,100
187 AMERICAN STORES	409,200	none	409,200
188 THOMAS LEEMING	408,500	none	408,500
189 S. F. WHITMAN	403,200	none	403,200
190 INTERNATIONAL MILLING	402,600	none	402,600
191 PHARMA-CRAFT	401,300	635,010	1,036,310
192 STROH BREWING	401,300	none	401,300
193 SLENDERELLA	399,200	none	399,200
194 GRANT CO.	397,100	none	397,100
195 GENERAL TIRE & RUBBER	395,900	186,168	582,068
196 CLINTON	383,400	none	383,400
197 BROWN SHOE	383,100	333,099	716,199
198 PAN-AM SOUTHERN	381,800	none	381,800
199 BAIRD'S BAKERIES	379,000	none	379,000
200 FRONTIER FOODS	378,200	none	378,200

KCRA-TV
Plus
20th Century Fox*



KCRA-TV controls more first-run, first-quality feature films than all other Sacramento stations combined. Top motion pictures every day... not just rating week!

NEW!
"Three Star Theatre"
every night

* **PARTICIPATIONS AVAILABLE**

SACRAMENTO'S HIGHEST RATED LATE MOVIE†

Three Star Theatre

Average ARB **13.2**

Average Share **59.4%**

†ARB, Sacramento, Feb. '57

Ask Petry about the *Highest Rated* NBC Station in the West.

KCRA · TV

Serving 28 Northern California and Nevada Counties

Sacramento, California

CLEAR **3** CHANNEL

HOW THE TOP 25 SPOT CLIENTS SPLIT THEIR BUDGETS BY BRANDS

1. PROCTER & GAMBLE CO.	$17,522,450
American Family Detergent	217,720
American Family Soap	29,140
Biz Liquid Detergent	61,570
Big Top Peanut Butter	633,770
Camay Soap	109,560
Cheer	783,770
Comet	400,960
Crest	2,818,170
Crisco	25,100
Dash	1,693,880
Dreft	134,980
Drene Shampoo	213,270
Duz	743,500
Fluffo	147,610
Gleem	1,609,620
Ivory Bar Soap—Laundry	15,680
Ivory Flakes	1,024,660
Ivory Snow	751,390
Ivory Toilet Soap	15,720
Jif Peanut Butter	47,650
Joy	1,785,900
Lava Soap	1,288,630
Lilt Home Permanent	201,570
Oxydol	774,220
Pin-It Home Permanent	7,210
Prell Shampoo	226,030
Secret Cream Deodorant	27,390
Secret Home Permanent	3,730
Shasta Shampoo	9,170
Spic & Span	991,250
Tide	513,820
Velvet Blend Shampoo	39,860
Whirl Liquid Shortening	36,930
Zest Beauty Bar	139,020
2. BROWN & WILLIAMSON TOBACCO CO.	$11,288,620
Du Maurier	421,680
Kool	3,743,420
Raleigh	1,733,680
Tube Rose Snuff	16,550
Viceroy	5,373,290
3. GENERAL FOODS CORPORATION	$ 9,415,940
Baker's Cocoa	1,520
Baker's Frozen Cocoanut	2,300
Baker's Cocoanut	1,020
Baker's Inst. Chocolate	44,350
Birdseye Frozen Foods	1,230,660
Birdseye Frozen Poultry	3,040
Bliss Coffee Inst./Reg.	21,580
Bliss Coffee Reg.	430
Gaines Dog Food	31,600
Go Ironing Aid	2,600
Good Seasons Salad Dressing	22,040
Jello Gelatin Dessert	615,400
Jack & Jill Cat Food	3,250
Jello Puddings	344,860
Kool Aid	168,600
Kool Shake	44,920
Maple-Del Syrup	9,960
Maxwell House Coffee Inst.	4,318,140
Maxwell House Coffee Inst./Reg.	312,110
Maxwell House Coffee Reg.	831,650
Minute Potatoes	4,370
Minute Rice	6,820
Perkins Lemonade Mix	17,610
Post Toasties	129,090
Post's Cereals	421,820
Post's Grape-Nut/Flakes	70,570
Post's Sugar Crisp	82,690
Post's Sugar Rice Krinkles	12,890
Sanka Coffee Inst.	25,900
Swansdown Cake Flour	151,700
Swansdown Cake Mix	416,780
Yuban Coffee Inst./Reg.	19,990
Yuban Coffee Regular	45,680
4. STERLING DRUG INC.	$ 8,823,300
Bayer Aspirin	2,994,960
Bayer Aspirin—Children's	17,680
Campho-Phenique	17,340
Dr. Caldwell's Laxative	229,530
Dr. Lyons Dentifrices	635,830
Double Danderine	114,640
Energine	438,390
Fizrin	1,178,190
Fletcher's Castoria	141,970
Haley's Boostered Aspirin	101,280
Haley's M. O.	851,930
Instantine	145,400
Ironized Yeast	149,900
Molle Shaving Soap	288,090
Pepsomar	172,080
Phillip's Milk of Magnesia	1,262,070
Phillip's Milk of Magnesia Toothpaste	39,160
Z. B. T. Baby Powder	44,860
5. PHILIP MORRIS & CO.	$ 7,369,440
Bond Street Tobacco	3,380
Marlboro	3,404,200
Parliament	640,180
Philip Morris	3,079,480
Spud	242,200
6. COLGATE-PALMOLIVE CO.	$ 7,314,700
Ad Detergent	167,320
Ajax Cleanser	144,420
Brisk Dentrifice	1,447,160
Cashmere Bouquet Soap	22,730
Colgate Bar Soap	193,230
Colgate Dental Cream	2,539,320
Colgate Lustre Net	8,240
Colgate Shave Cream	442,500
Deodorant Beauty Soap	253,800
Fab Detergent	65,880
Florient Air Deodorizer	7,630
Glance Shampoo	5,200
Halo Shampoo	280,910
Kan-Kil	1,880
Lustre-Creme Shampoo	23,430
Merry Detergent	46,640
Palmolive Shave Cream	498,240
Palmolive Shave Lotion	2,660
Palmolive Soap	7,560
Rapid Shave Cream	343,080
Vel Beauty Bar	131,120
Vel Detergent	598,660
Veto Deodorant	83,090
7. WARNER-LAMBERT PHARMACEUTICAL CO., INC.	$ 5,820,440
Anahist Cough Syrup	4,620
Anahist Nasal Spray	12,840
Super Anahist	2,748,690
DuBarry Light and Bright	3,980
Hudnut Home Permanent	14,290
Listerine Antiseptic	1,341,500
Listerine Dentifrice	1,291,060
Quick Home Permanent	336,030
Richard Hudnut Cosmetics	67,430
8. CONTINENTAL BAKING CO.	$ 5,732,480
Certified Bread	14,520
County Fair Bread	33,480
Daffodil Farm Bread	56,280
Fruit Cake	1,330
Hall Pride Cake	2,970
Hostess Cakes	719,400
Morton Frozen Foods	1,160,270
Profile Bread	975,460
Staff Bread	292,400
Twinkies	75,600
Wonder Bread	2,366,080
Wonder Brown and Serve Rolls	3,770
Wonder Buns	25,050
Wonder Rolls	5,870
9. NATIONAL BISCUIT CO.	$ 5,536,500
Dromedary Cake Mix	983,060
Dromedary Foods	12,470
Home Town Bread	9,020
Master Plan Bread	142,210
Milk Bone	77,370
Millbrook Bread	20,320
Nabisco Cookies and Crackers	3,059,090
Nabisco Shredded Wheat	178,110
Nabisco Shredded Wheat Jrs.	203,670
Nabisco Various Cereals	166,270
NBC Bread	170,340
Pal Dog Foods	23,150
Ranger Joe Cereal	12,930
Rice Honeys	324,430
Wheat Honeys	154,060

CONTINUED

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"The doctor's coming right away!"

IN AN HOUR of urgent need, you may have had the feeling of relief and reassurance that comes when your family doctor steps through your doorway.

Of course, any physician would respond to an emergency call. It is not quite the same, however, as having your own doctor who has known you through the years. When he comes, you rely on him not only as a physician, but also as a friend.

This warm relationship can be very important . . . as important, in a way, as the doctor's knowledge of medicine. This is because the family physician, in treating a patient, considers not only the current medical phases of the case, but also the patient's personal medical background. Furthermore, a doctor who has year-to-year contact with you can help ease many worries which illness often magnifies.

Whether your doctor is called for a serious emergency or a minor illness, he brings to you the latest developments of medical science. These include new methods of diagnosis, new drugs and treatments for restoring health or controlling many diseases. He also brings to you his own broad knowledge of medicine gained through years of study in schools, hospitals and clinics.

There are other equally good reasons for having a family doctor. When you go to him for periodic health check-ups, he can often detect trouble early and start prompt treatment. Moreover, by consulting your doctor periodically, you get his advice about how to help keep in good physical condition . . . with proper diet and sensible habits of work, sleep and relaxation.

Your friend, the family doctor, is the first to know when hospital care is needed . . . and when a specialist should be called to advise and assist him.

Specialists, because of their detailed knowledge and experience in diagnosing and treating diseases falling within their particular field, are important allies of the family doctor.

Your family doctor will welcome an invitation to become a "part of your family circle." One of the most practical steps, therefore, that you can take for future health and happiness is to consult your family doctor *now* . . . and keep in touch with him over the years.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

10. MILES LABORATORIES INC. ....$ 5,354,730
- Alka-Seltzer 4,498.070
- Bactine 284,950
- Nervine 43,450
- One-A-Day Brand Vitamins 429,980
- Tabcin 98,280

11. KELLOGG COMPANY .....$ 4,810,530
- All Bran 33,150
- Corn Flakes 52,640
- Fizz-Ade 72,510
- Gro-Pup Dog Food 81,120
- Rice Krispies 10,660
- Special K Cereal 1,028,600
- Sugar Frosted Flakes 49,770
- Sugar Corn Pops 143,760
- Sugar Smacks 4,290
- Various Kellogg Cereals 3,334,030

12. CARTER PRODUCTS INC. .....$ 4,535,210
- Arrid Deodorant 1,470,260
- Carter's Little Liver Pills 1,202,670
- Colonaids 310
- Nair 1,074,830
- Rise Shaving Cream 787,140

13. LEVER BROTHERS CO. .....$ 4,535,010
- Breeze 64.620
- Dove Toilet Soap 497,710
- Good Luck Margarine 51,730
- Hum Detergent 18,420
- Imperial Margarine 1,378.220
- Lifebuoy Soap 77,570
- Lucky Whip 5,720
- Lux Liquid Detergent 15,810
- Lux Toilet Soap 57,950
- Pepsodent 118.390
- Rinso 288.680
- Silver Dust 63,500
- Surf Detergent 22,280
- Wisk 1,874,410

14. HALL, ROBERT, CLOTHES .....$ 4,450,490
- Clothes 4,450,490

15. LIGGETT & MYERS TOBACCO CO. $ 4,400,900
- Chesterfield 1,106,590
- L & M 3,294,310

16. BULOVA WATCH CO. .....$ 4,298,650
- Bulova Watches 4,298,650

17. AMERICAN TEL. & TEL. CO. ...$ 3,800,990
- Includes all regional telephone companies 3,800,990

18. COCA-COLA CO./BOTTLERS ....$ 3,697,460
- Buck Beverage 7,660
- Coca-Cola 3,683,910
- Delish Bottled Drinks 5,720
- 76 170

19. GENERAL MOTORS CORP. .....$ 3,486,820
- AC Spark Plugs 124,510
- All G. M. Cars 29,630
- Buick Cars 75,970
- Cadillac Cars 580
- Chevrolet Cars 953,220
- Chevrolet Trucks 18,090
- Delco Appliances 18,360
- Delco Batteries 49.530
- Frigidaire Appliances 67,070
- G. M. Trucks 1,140
- Institutional 2.270
- Oldsmobile Cars 1,516,611
- Pontiac Cars 544.780
- Saginaw Power Steering 86,100

20. FORD MOTOR CO. .....$ 3,332,620
- Ford Accessories 6,220
- Ford Cars 2,981.590
- Ford Tractors 26,940
- Ford Trucks 113,980
- Lincoln Cars 95,990
- Mercury Cars 107,900

21. FACTOR, MAX, & CO. .....$ 3,181,730
- Courtley Deodorant 1,040
- Courtley Toiletries 9,010
- Dri-Mist Deodorant 427.180
- Max Factor Cosmetics 1,926,600
- Max Factor Creme Puff 11,390
- Max Factor Deodorant 1,120
- Max Factor Erace 11,390
- Max Factor Hi-Fi 5,720
- Max Factor Pancake 6,800
- Sof-Set Hair Spray 781,480

22. CORN PRODUCTS REFINING CO. .$ 2,849,350
- Bosco Chocolate Syrup 1,842,280
- Karo Frosting 30,280
- Karo Table Syrup 23,590
- Kasco Dog Food 308,520
- Mazola Oil 91,910
- Niagara Starch 145,630
- Now Instant Cake Frosting 8,820
- Nu-Soft Fabric Softener 372,070
- Saybon 22,090
- Zuma Salad Dressing 4,160

23. SEAGER, HELAINE, CO. .....$ 2,780,980
- Drops of Gold 358,260
- Majitinje 494,650
- Pink Ice Cosmetics 1,890,090
- Tint-N-Set 37,980

24. ANTELL, CHARLES, INC. .....$ 2,774,170
- Charles Antell Cosmetics 1,686,160
- Charles Antell Spray Net 31,410
- Chignon 120
- Custom Mop 110
- Formula #9 Hair Cream 112,190
- Formula #9 Shampoo 221,330
- Hair Curlers 470
- Reddi Kit 140
- Sando Reducing Aid 35,900
- Slim Magic 194,130
- Star Nail 8,930
- Super Lanolin Liquid Makeup 483,280

25. NESTLE CO. .....$ 2,374,920
- Decaf Instant Coffee 717,320
- King Mallow 4,510
- Maggi Protein Drink 28,610
- Nescafe Instant Coffee 324,130
- Nestea Instant Tea 95,750
- Nestle's Chocolate Bars 45,750
- Nestle's Cookie Mix 1,030
- Nestle's Everready Cocoa 44,280
- Nestle's Instant Coffee 1,098,010
- Nestle's Quik 15,530

PRODUCT BREAKDOWN ON SPOT TV'S $397.5 MILLION

Product Classification	*Estimated Expenditure*	*Leading Brand*	*Estimated Expenditure*
AGRICULTURE	$ 1,225,000		
Feeds, Meals	937,000	Purina Chows	$ 157,060
Miscellaneous	288,000	Charles Pfizer Animal Medicine	32,150
ALE, BEER & WINE	$34,237,000		
Beer & Ale	30,427,000	Ballantine Beer & Ale	1,852,280
Wine	3,810,000	Gallo Wine	1,091,980
AMUSEMENTS, ENTERTAINMENT	$560,000	MGM Pictures	105,670
AUTOMOTIVE	$12,912,000		
Anti-Freeze	646,000	Zerone & Zerex	221,530
Batteries	378,000	Everyready	204,320
Cars	8,539,000	Ford	2,981,590
Tires & Tubes	1,265,000	Armstrong	504.100
Trucks & Trailers	179,000	Ford Trucks	113,980
Miscellaneous Accessories & Supplies	1,905,000	Rayco Auto Seat Covers	696,830
BUILDING MATERIAL, EQUIPMENT FIXTURES, PAINTS	$3,422,000		
Fixtures, Plumbing, Supplies	593,000	Anchor San. & Amer. Heating—Heating Supplies	113,930
Materials	609,000	Bethlehem Steel Products	181,510
Paints	892,000	Fuller Paints	154,530
Power Tools	777,000	Roto-Rooter	269,920
Miscellaneous	551,000	E. I. DuPont de Nemours-Institutional	222,270
CLOTHING, FURNISHINGS, ACCESSORIES	$8,688,000		
Clothing	6,929,000	Robert Hall Clothes	4,450,490
Footwear	1,468,000	Buster Brown Shoes	265,560
Hosiery	202,000	Tru-Craft Hosiery	56,930
Miscellaneous	89,000	Karl's Shoe Stores	57,810
CONFECTIONS & SOFT DRINKS	$21,576,000		
Confections	9,766,000	M & M Candy	1,094,280
Soft Drinks	11,810,000	Coca-Cola	3,683,910
CONSUMER SERVICES	$12,545,000		
Dry Cleaning & Laundries	112,000	Professional Laundry Assoc.	38,650
Financial	1,907,000	Household Finance-Loans	493,430
Insurance	1,758,000	Blue Cross Services	399,440
Medical & Dental	159,000	Texas State Optical Serv.	71,310
Moving, Hauling, Storage	408,000	Bekins Moving & Storage	113,390
Public Utlities	5,366,000	Amer. Tel. & Tel.	3,800,990
Religious, Political, Unions	2,066,000	Republican Party	774,100
Schools & Colleges	83,000	Isabells Univ. of Beauty Cult.	25,910
Miscellaneous Services	686,000	Slenderella Reducing Salons	399,180

Product Classification	*Estimated Expenditure*	*Leading Brand*	*Estimated Expenditure*
COSMETICS & TOILETRIES	**$34,240,000**		
Cosmetics	9,886,000	Helaine Seager-Drops of Gold & Pink Ice	2,248,370
		Arrid	1,470,260
Deodorants	3,243,000	Nair	1,074,830
Depilatories	1,226,000	Brylcreem	1,913,500
Hair Tonics & Shampoos	6,783,000		
Hand & Face Creams, Lotions	606,000	Sof-Skin Hand Cream	114,140
Home Permanents & Coloring	3,826,000	Sof-Set Hair Spray	781,480
Perfumes, Toilet Waters, etc.	1,202,000	Sardo Bath Oil	717,840
Razors, Blades	554,000	Gem	237,950
Shaving Creams, Lotions, etc.	3,245,000	Rise Shaving Cream	787,140
Toilet Soaps	3,262,000	Lava	1,288,630
Miscellaneous	407,000	Q-Tips Cotton Swabs	67,910
DENTAL PRODUCTS	**$13,202,000**		
Dentifrices	11,093,000	Crest	2,818,170
Mouthwashes	1,396,000	Listerine Antiseptic	1,341,500
Miscellaneous	713,000	Polident	421,310
DRUG PRODUCTS	**$32,026,000**		
Cold Remedies	6,274,000	Super Anahist	2,748,690
Headache Remedies	4,934,000	Bayer Aspirin	2,994,960
Indigestion Remedies	7,451,000	Alka-Seltzer	4,498,070
Laxatives	4,175,000	Phillips Milk of Magnesia	1,262,070
Vitamins	1,487,000	Geritol	490,060
Weight Aids	1,423,000	Tafon	640,620
Miscellaneous Drug Products	5,039,000	Nytol	738,000
Drug Stores	1,243,000	Walgreen	508,580
FOOD & GROCERY PRODUCTS	**$107,615,000**		
Baked Goods	19,879,000	National Biscuit Cookies/Crackers	3,059,090
Cereals	8,533,000	Kellogg Cereals	4,810,530
Coffee, Tea & Food Drinks	22,367,000	Maxwell House Instant Coffee	4,318,140
Condiments, Sauces, Appetizers	5,167,000	Sterling Salt	430,850
Dairy Products	7,662,000	Borden Dairy Products	597,310
Desserts	1,478,000	Jello Dessert	615,400
Dry Foods (Flour, Mixes Rice, etc.)	4,720,000	Dromedary Cake Mix	983,060
Frozen Foods	6,495,000	Birdseye	1,230,660
Fruits & Vegetables, Juices (except frozen)	6,106,000	Florida Citrus Commission	1,972,450
Macaroni, Noodles, Chili, etc.	2,052,000	Buitoni Products	465,650
Margarine, Shortenings	4,893,000	Snowdrift	1,438,500
Meat, Poultry & Fish (except frozen)	5,931,000	Oscar Mayer Meat Products	567,430
Soups (except frozen)	783,000	Campbell's	588,660
Miscellaneous Foods	6,384,000	Heinz "57" Varieties	1,334,260
Food Stores	5,165,000	A & P Food Stores	902,830
GARDEN SUPPLIES & EQUIPMENT	**$413,000**	F. S. Royster Guano Co.—Fertilizer	44,910
GASOLINE & LUBRICANTS	**$16,030,000**		
Gasoline & Oil	15,372,000	Esso Gas & Oil	2,190,780
Oil Additives	452,000	Bardahl	347,110
Miscellaneous	206,000	Alemite Lubricating Systems	127,890
HOTELS, RESORTS, RESTAURANTS	**$290,000**	Howard Johnson's	$92,270
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	**$6,863,000**		
Cleaners, Cleansers	3,130,000	Spic & Span	991,250
Floor & Furniture Polishes, Waxes	952,000	Simoniz Hi-Lite Polish	227,850
Glass Cleaners	523,000	Glass Wax	293,950
Home Dry Cleaners	1,595,000	Glamorene	891,960
Shoe Polish	194,000	Esquire Shoe Polish	83,570
Miscellaneous Cleaners	469,000	Drano Drain Cleanser	239,720
HOUSEHOLD EQUIPMENT-APPLIANCES	**$7,735,000**	RCA Appliances	1,110,100
HOUSEHOLD FURNISHINGS	**$3,805,000**		
Beds, Mattresses, Springs	3,165,000	Simmons Mattresses	1,140,020
Furniture & Other Furnishings	640,000	Simmonds Reupholstering Co.	113,080
HOUSEHOLD LAUNDRY PRODUCTS	**$16,286,000**		
Bleaches, Starches	1,672,000	Clorox	675,660
Packaged Soaps, Detergents	13,352,000	Wisk	1,874,410
Miscellaneous	1,262,000	Borax	805,850
HOUSEHOLD PAPER PRODUCTS	**$5,329,000**		
Cleansing Tissues	1,615,000	Northern Tissues	1,072,790
Food Wraps	967,000	Waxtex	385,380
Napkins	1,180,000	Kleenex Napkins	416,330
Toilet Tissue	519,000	Delsey	358,880
Miscellaneous	1,048,000	Flav-R-Straws	375,720
HOUSEHOLD, GENERAL	**$3,075,000**		
Brooms, Brushes, Mops,, etc.	384,000	Bissell Carpet Sweeper	147,210
China, Glassware, Cockery, Containers	95,000	Pyrex Ovenwear	30,370
Disinfectants, Deodorizers	490,000	Pine Sol	205,050
Fuels (heating, etc.)	161,000	Olga Coal Co.	38,590
Insecticides, Rodenticides	521,000	Raid Insecticide	136,720
Kitchen Utensils	42,000		
Miscellaneous	1,382,000	Better Living Enterprises—Household Products	636,200
NOTIONS	**$456,000**	Crown Zippers	114,580
PET PRODUCTS	**$4,658,000**	Hunt Club Dog Food	803,600
PUBLICATIONS	**$1,366,000**	Reader's Digest Magazine	744,990
SPORTING GOODS, BICYCLES, TOYS	**$1,440,000**		
Bicycles & Supplies	86,000	Schwinn Bicycles	31,870
General Sporting Goods	54,000	Remington Guns & Ammunition	35,940
Toys & Games	1,233,000	Lionel Trains	298,620
Miscellaneous	67,000	Evinrude Outboard Motors	44,160
STATIONERY, OFFICE EQUIPMENT	**$239,000**	Instant Grip Cement	55,310
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**$2,360,000**		
Antennas	393,000	CDR Rotor Antennas	164,260
Radio & Television Sets	903,000	RCA Radio & TV Sets	297,030
Records	835,000	Columbia Records	422,490
Miscellaneous	229,000	Columbia Phonographs	81,220
TOBACCO PRODUCTS & SUPPLIES	**$30,390,000**		
Cigarettes	28,872,000	Viceroy	5,373,290
Cigars, Pipe Tobacco	1,518,000	El Producto Cigars	370,800
TRANSPORTATION & TRAVEL	**$2,866,000**		
Air	1,181,000	National Airlines	260,930
Bus	806,000	Greyhound Buses	639,470
Rail	796,000	Great Northern Railway	195,210
Miscellaneous	83,000	Home Lines Boat Travel	29,020
WATCHES, JEWELRY, CAMERAS	**$7,066,000**		
Cameras, Accessories, Supplies	336,000	Kodak Cameras	160,590
Clocks & Watches	5,705,000	Bulova Watches	4,298,650
Jewelry	213,000	Helzbergs Jewelry	42,180
Pens & Pencils	812,000	Paper-Mate Pens	249,990
MISCELLANEOUS	**$4,583,000**		
Trading Stamps	1,281,000	Top Value Trading Stamps	1,041,480
Miscellaneous Products	1,333,000	Vic Tanneys Gym	263,010
Miscellaneous Stores	1,969,000	Montgomery Ward	410,090
TOTAL	$397,498,000		

Strictly Business

THE broadcast media, it seems to us, can take heart from at least two developments at the Assn. of National Advertisers' spring meeting a fortnight ago.

It must certainly be encouraging to all media to note that ANA's special survey of advertising plans, which brought replies from companies representing close to $1 billion in annual billings, showed that almost seven out of ten of those who answered said they expect to increase their advertising budgets this year (by a median figure of 10%). Moreover, 21% plan no change in rate of spending, leaving only 10% who plan to cut back.

The moral for broadcasters is simple: Go after the biggest possible share of that extra money.

There is room for optimism, too, about Prof. Albert W. Frey's interim report on the ANA-commissioned study he is making on the controversial subject of agency services and methods of agency compensation. While not very illuminating as to what the study's final findings may be, Prof. Frey made clear that in making the study he is beholden to no one, that it will be as objective as he can make it. He promised no "bombshell" and no "radical recommendations," but rather "a guide for better advertising services."

This strikes us as an eminently sensible approach. "Radical recommendations" could hardly do less than fan the controversy which broke out more than a year ago and since has gradually subsided. Strife and heat are not conducive to thoughtful settlement of issues as fundamental as that of how agencies should be paid. Whether the media commission system is ultimately retained, abandoned or modified. Prof. Frey seems to be taking the only course that is apt to lead to a solution that will be mutually agreeable in the long run.

Intermission

AN UNEASY hiatus prevails on the regulatory scene. Both Senate and House Commerce Committees, charged with communications legislation, have completed the first installment of their inquiries into the FCC. Whether other hearings are intended in the immediate future isn't clear.

What is known is that at least a half dozen separate inquisitions, studies and inquiries involving television are in the works and are bound to erupt in the form of reports, proposed legislation or antitrust actions in the months ahead. And add to that the new "liaison" between the FCC and the Federal Trade Commission on false or misleading advertising on the air—a sort of back-door approach to censorship.

We're not sure our accounting is complete, but here's a lineup of scheduled events that are bound to provoke more confusion and peril for broadcasters and introduce a new element of instability in broadcaster ranks:

1. The Celler Antitrust Subcommittee report based on the Foley Square Courthouse hearings last fall, now being drafted in tight security by the committee staff. The very manner in which the hearings were conducted augurs a severe indictment of network practices, purported monopoly in music performance and other wrongdoings.

2. Release by the Senate Commerce Committee of the majority (Democratic) report on its inquiry into network operations, prepared under the direction of Counsel Kenneth Cox. This probably will be less violent than the Celler report, but nevertheless is likely to criticize network operations and the FCC's administration of the network-monopoly provisions of the existing regulations.

3. First report of the FTC to the FCC on its "monitoring" of television and radio programming which is bound to find excesses, imagined or real. Some advertisers and stations are bound to be embarrassed through adverse publicity which many newspapers will play to the hilt because they don't like broadcast competition for the advertising dollar.

4. Report, by June 30, of the FCC Network (Barrow) Study Group, even though it may be in rough draft, which will throw the book at the networks on option time, must buys, multiple ownership, film syndication and representation of affiliates. The Barrow staff won't be ready (it probably would take two years to digest the stuff they've accumulated through interview and questionnaire), but since the appropriation runs out June 30 it must wind up then. Whether the FCC will release the report or merely use it as a basis for its own consideration remains to be decided.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I kept telling him, 'Keep your eye on your job—quit looking into the camera'!"

5. Pursuance by the Antitrust Division of the Justice Dept. of its suit against RCA-NBC on the Westinghouse Philadelphia-Cleveland radio-tv "swap" in which the government alleges "coercion" and which could have a bearing on network and equipment-manufacturer ownership of stations.

6. Continued inquiry by the Antitrust Division of network operations conducted during the past year and likely to continue for months, in the light of the statement before the Celler Committee last fall by Assistant Attorney General Victor Hansen of possible "divestiture" proceedings against the networks.

Such is the gloomy outlook for the weeks and months ahead. Few, if any, fields have been subjected to this sort of regulatory ganging up in our times, under the guise of public interest.

The amazing thing is that the public not only hasn't complained, but affirmatively approves of its broadcast service. Because that is so, the public will never condone overt acts that will do violence to the programming it is now getting. But in the process some entrepreneurs are likely to get hurt.

Good or Bad, It's Legal

NOW that the U. S. Court of Appeals has decided that the FCC was wrong in declaring *Play Marko* a lottery [B•T, March 18], we hope the Commission will be dissuaded from further adventures into program censorship.

This is the second time the FCC has made trouble for itself in high courts by trying to write rules against giveaway programs. The first occurred in April, 1954, when the U. S. Supreme Court rebuffed the Commission.

Both these cases hinged on the relatively narrow legal point of whether a lottery was involved. The Supreme Court case originated in 1950 when the FCC sought to identify as lotteries many of the most popular giveaways then on the air. The Appeals Court case started in 1955 when the FCC began proceedings against the single program, *Play Marko*, on the same grounds.

But in both cases there were broader implications than the question of possible violation of the lottery laws. Certainly in the first case and perhaps in the second, the FCC was attacking a general type of programming. In doing so, it was flirting with, if not actually embracing, censorship.

We place ourselves second to none in our dislike of the unrestrained use of giveaway programming. It is bad broadcasting, in our view, to substitute the giving of a prize for the creation of an imaginative show.

But it is not the business of the FCC or any other arm of government to usurp the broadcaster's right to accept or reject the use of giveaways. It would be a dark day not only for broadcasters but also for the public if the government became the program manager of U. S. radio and television.

NETWORK QUALITY

at the local level!

"Spectacular" from Houston

The Houston Rodeo, starring Roy Rogers and Dale Evans, was carried by NBC as a Chevy Show "spectacular" via the production facilities and engineering of KPRC-TV. Forty-five KPRC-TV personnel, seven cameras (two suspended from the Coliseum ceiling) and 275,000 watts of additional lighting were used for the hour-long program which included live commercials from the rodeo arena and the KPRC-TV studios.

KPRC-TV experience, instrumental in the success of this show, is equally important to your Houston selling success. Buy KPRC-TV and *know* you're right in the Houston market!

KPRC-TV

HOUSTON

CHANNEL 2

JACK HARRIS
Vice President and General Manager

JACK McGREW
National Sales Manager

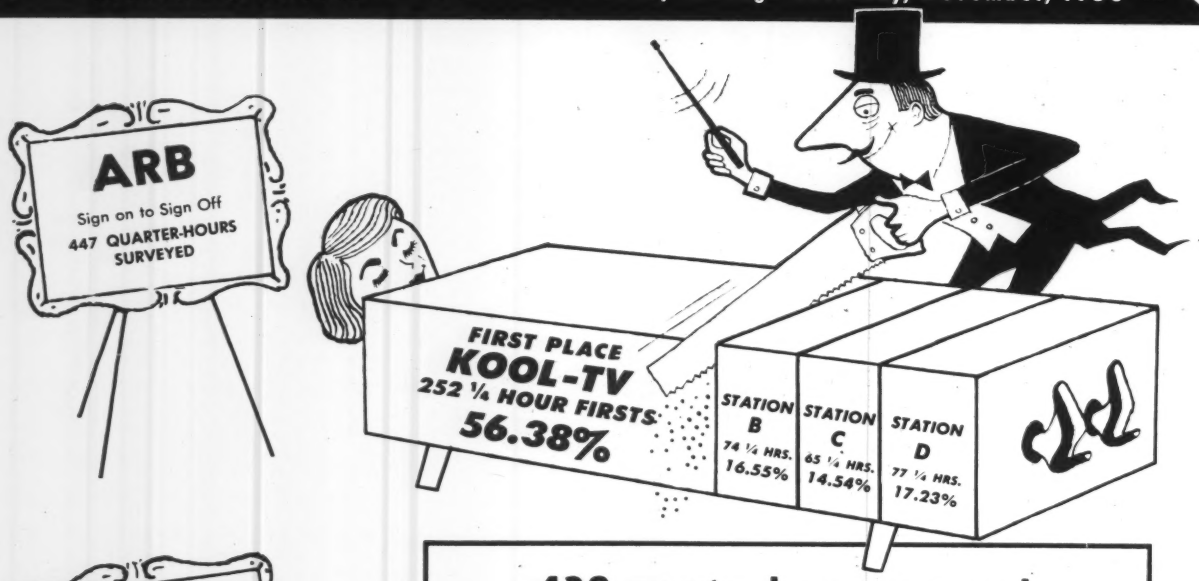
EDWARD PETRY & CO.
National Representatives

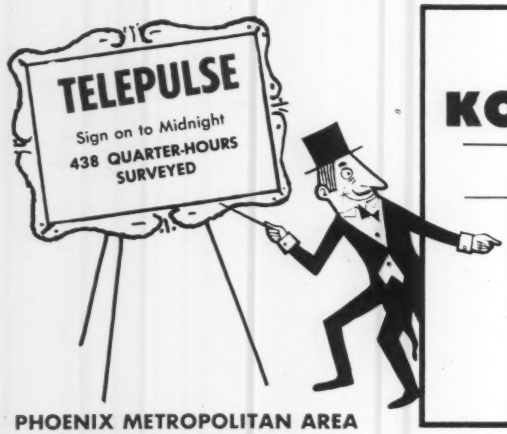
KPRC-TV . . FIRST IN EXPERIENCE WITH OVER 900 MAN-YEARS

KOOL-TV *Dominates*

the PHOENIX and ARIZONA market

QUARTER-HOUR FIRSTS Sunday through Saturday, November, 1956





438 quarter hours surveyed

KOOL-TV FIRST PLACE 270 ¼ HOURS

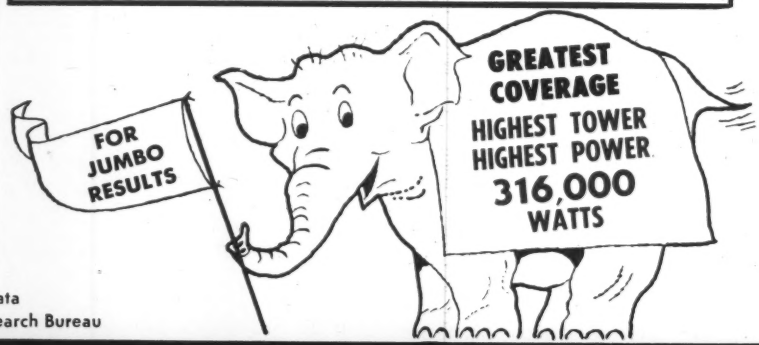
STATION	% of Quarter Hour Firsts
KOOL-TV	**61.64%**
STATION B	25.52%
STATION C	5.94%
STATION D	9.13%

PHOENIX METROPOLITAN AREA
POPULATION 525,000

RANKS:
- 49th **IN CONSUMER SPENDABLE INCOME**
- 49th **IN TOTAL RETAIL SALES**
- 46th **IN FOOD SALES**
- 41st **IN DRUG SALES**
- 39th **IN HOME FURNISHING SALES**
- 47th **IN AUTOMOTIVE SALES**
- 33rd **IN FILLING STATION SALES**

Homes with TELEVISION 91%

Source: Population: U.S. Post Office
Market Rankings: Standard Rates & Data
Homes With Television: American Research Bureau



CBS **KOOL-TV 10** PHOENIX ARIZONA